



Letter from the President

Welcome to our Fall 2008 Newsletter

This issue has updated news about our upcoming annual conference in beautiful Union Square, San Francisco, on December 11 and 12, 2008. Of course I'm biased, but this year's conference looks likely to be one of our best yet. Please make your plans to head to the Sir Francis Drake Hotel in beautiful Union Square, San Francisco, a great place to be if you want to conference AND catch up on holiday shopping.

In this issue, you will see updated information about that conference and its schedule. We're excited about our short course, which will cover multimode survey research, presented by Prof. Donald Dillman, who just extensively revised his book on the topic. Our plenary address on the first evening will come from Michael Traugott, current president of WAPOR, the World Association of Public Opinion Research, the international companion of AAPOR. In addition, this year you will get one more panel for your PAPOR conference fee, since we have moved the short course to Thursday morning. We give you not four but five panels in all, and this year they will include: Western Battleground Politics, National Elections, Survey Design & Methods, Race & Gender Politics, and The Politics of Same Sex Marriage

& Gay Rights. There will also be a poster session for presentations on these topics and more.

We continue to welcome proposals for presentations at the meeting, especially if they can fall into one of those 5 panel topics. For more information, please see the Call For Papers on pg. 5.

This conference would not be possible if it were not for the fine and extensive work by our Conference Chair, Floyd Ciruli; Assoc. Conference Chair, Paul Melevin; and the members of this year's PAPOR Council (see page 10).

You can register on line for the conference and short course at PAPOR.org.

If any of you readers have any questions or suggestions for the Council to address, please don't hesitate to pass them along to me or to any Council member. And that includes ideas or just news for our next newsletter. Thanks go out to PAPOR Vice-President Ginger Blazier for all the work putting this newsletter together, and to all those who contributed to its content and production!

Hope to be seeing you in December!

Doug Strand

Pacific Chapter of the American Association for Public Opinion Research

The PAPOR Trail
www.papor.org

PAPOR Member Profile - Total 154 members

Geographic Breakdown

Area	#	%
Canada	1	1%
Colorado	2	1%
East Coast	4	3%
Hawaii	1	1%
Midwest	1	1%
Nevada	1	1%
Northern CA	74	55%
Oregon	5	4%
Southern CA	33	25%
Utah	3	2%
Washington	9	7%

Affiliation Breakdown

Academic	34%
Commercial	38%
Government	5%
Non-Profit	15%
Student	2%
Other/Unknown	6%

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AAPOR News

Letter From the AAPOR President Richard Kulka

In early September, Pat Lewis, our Communications Director and AAPOR's only employee, informed me that she had been offered and accepted a new position as Communications Director for the Hope Street Group in DC. Her new position began on Monday, September 22. For the past several weeks, we have been working with Pat, our relevant committees and AMP staff to make sure that we have an effective transition of her responsibilities, contact lists and other materials, and to assure that our communications functions continue to be carried out smoothly. At our September meeting, Council recommended that we not immediately seek to replace her in this position, pending the deliberations and recommendations of the Special Committee appointed earlier this year to evaluate the overall structure and management needs of the association, since these functions are a key part of their evaluation.

I have been remiss, however, in not notifying our membership of this change, and especially in not publicly thanking Pat for her valuable service and contributions to AAPOR over the past two years as our first ever communications director, and in helping us continue to define the important functions that we need from such a role. I know that we all wish her well as she takes on her new position and responsibilities, and she has assured me that she will always have a keen eye on AAPOR, its mission and its success. For those of you who wish to contact her and offer your individual appreciation for her efforts, she can be reached at plewis2468@gmail.com or 703.201.5070.

Richard Kulka, AAPOR President



The PAPOR Chapter would also like to thank Pat for all of her support and efforts with the local chapters over the years.

We will miss you and we wish the best of luck.

AAPOR Represented At Upcoming PAPOR Conference

We are privileged to have Nancy Whelchel, AAPOR's **Associate Membership/Chapter Relations Chair**, in attendance at PAPOR's Annual conference in December. Nancy is the Assistant Director for Survey Research at North Carolina State University. She administers student, alumni, faculty, and staff surveys for the university, conducts focus groups on campus issues, and provides consultation services on faculty and student survey research projects. She serves as the survey expert on the NC State IRB, and chairs the University of North Carolina system's Survey Working Group. She became interested in survey research through her work at the Center for Public Interest Polling while pursuing her doctoral degree at Rutgers University.

Look for the AAPOR table at the conference to learn more about AAPOR and it's benefits.

Upcoming 2009 AAPOR Annual Conference

64th Annual Conference

May 14-17, 2009

[Westin Diplomat Resort & Spa](#)

Hollywood, Florida

Coming Soon! Abstract Submission site set to open mid-October



PAPOR Chapter News



Marketing Research Association

We are pleased to announce that the short course being offered at our 2008 conference, **“To Mix or Not To Mix Survey Modes”** by professor **Don Dillman**, will be eligible for PRC (Professional Researcher Certification) contact hours, issued by the MRA - Marketing Research Association.



For those not familiar with the PRC program, the Professional Researcher Certification program is designed to recognize the qualifications and expertise of marketing and opinion research professionals. The goal of PRC is to encourage high standards within the profession to raise competency, establish an objective measure of an individual's knowledge and proficiency and to encourage professional development.

For more information, view link on the MRA website - <http://www.mra-net.org/prc/>

Congratulations!

To Bob and Jodi Davis - Proud parents of Twins - Riley Mia Davis and Jared Muir Davis, born 9/26/08, 4 lbs each. Also pictured is the proud big brother, Zach, who is 2 1/2.

Bob is PAPOR's Membership Chair and doing an excellent job!



THANK YOU!

To all the students who submitted papers for the PAPOR'S Seventh Annual Student Paper Competition

The Winner will receive:

- * a cash award of \$500
- * travel expenses to the December 11-12, 2008 PAPOR Annual Conference in San Francisco, CA
- * a spot on the conference program to present the paper

Second prize winner will receive

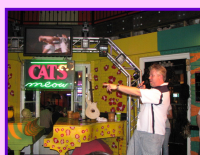
- * a cash award of \$250
- * travel expenses to the December 11-12, 2008 PAPOR Annual Conference in San Francisco, CA
- * a spot on the conference program to present the paper

In addition all entries will be considered for the Poster Session at the Conference, so students will have a chance to present their research.

More PAPOR Chapter Member Pictures from the 2008 AAPOR Conference in New Orleans



Rosanna Shih, Big Al Carlson, and Donna Fong, at Funky Pirate on Bourbon Street



Jim Weaver of Consumer Opinion Services at Cats Meow on Bourbon Street



Ginger Blazier PAPOR President-elect at Cats Meow on Bourbon Street

Reminders

November 4th - Election Day -

Don't forget to vote - your country depends on it!



PAPOR

EXECUTIVE COUNCIL FOR 2009

Interested in being a part of the PAPOR Executive Council? See Page 10 for current executive council. If you are interested or have questions, please contact **Richard Rands**, rands@earthlink.net or **Doug Strand**, Doug.A.Strand@kp.org.

WINTER NEWSLETTER SCHEDULED FOR FEBRUARY

SEND YOUR IDEAS/ARTICLES/SUGGESTIONS TO GINGER BLAZIER - [GBLAZIER@DIRESEARCH.COM](mailto:gblazier@diresearch.com)

2008 Annual PAPOR Conference

Conference Schedule Outline

Thursday, December 11

7:00-2:00pm	Conference Registration
8:30-11:00 am	Short Course: "To Mix or Not To Mix Survey Modes" by professor Don Dillman.
11:00-1:00pm	Open time - explore eating places on pg. 8
1:00-1:15 pm	Conference opens/Welcome
1:15-1:30 pm	Student Paper Award Winners Announced
1:30-3:00 pm	Panel 1 Survey Design and Methodology
3:00-3:15 pm	Break
3:15-4:45 pm	Panel 2 National Elections
4:45-5:00 pm	Break
5:00-6:00 pm	Plenary: featuring WAPOR President Michael Traugott
6:00-8:00 pm	Conference Dinner

Co-sponsored by The Field Workshop

Friday, December 12

7:00-12:15 pm	Conference and The Field Workshop Registration
7:00-8:00 am	Conference Breakfast
8:00-8:15 am	Conference & The Field Workshop Welcome
8:15-10:00 am	Panel 1 - Attitudes About Same Sex Marriage and California's Proposition 8 Initiative
10:00-10:45 am	Poster Session
10:45-12:30 pm	Panel 2 - Western States Roundtable
12:30-2:00 pm	Conference Lunch and Chapter Meeting
2:00-3:45 pm	Panel 3 - Race and Gender in Politics
3:45-4:00 pm	Conference Close

Register on line for the Conference, and Short Course at PAPOR.org.

PAPOR Presents Short Course

To Mix or Not To Mix Survey Modes by professor Don Dillman

Instructor:	Don A. Dillman, Washington State University
Date:	December 11 th , 2008
Fee:	8:30 – 11:00 a.m. Sir Francis Drake Hotel \$50 before November 15 th pre-registration cut-off date, \$75 after. \$25 for students. Register online at PAPOR.org .
MRA PRC Credits:	2.5 hours of research credit

Professor Don Dillman will offer a workshop based on his cutting edge research in data collection modes: telephone, mail and the Internet. He will teach the course from groundbreaking work from his newly updated classic. *Internet, Mail and Mixed-Mode Surveys: The Tailored Design Method*. The workshop will begin the PAPOR's annual two-day Conference in San Francisco December 11 and 12, 2008, see web site for more information www.PAPOR.org.

To Mix or Not To Mix Survey Modes

Don A. Dillman will present a lively morning short course on one of the most perplexing challenges now facing designers of surveys. The collection of survey data by multiple modes is encouraged by declines in response rates, poorer coverage for traditional sample frames, and the decline in people's willingness to provide contact information for particular modes. However, the use of more than one mode in a single survey faces a gauntlet of problems that result in different modes producing different answers to many questions. Examples include the fact that different modes encourage questions to be structured in different ways and the existence of substantial evidence that aural (telephone) vs. visual (web and mail) communication encourages the providing of different answers. This short course covers all of these issues and more. It links available research to the making of practical decisions that are now being faced by survey organizations throughout the world on whether to mix or not mix survey modes. Some of his conclusions and recommendations are likely to surprise you. (See Don Dillman's Bio Sketch on page 6)

The Field Workshop

Since 1979, Field Research Corporation and The Field Poll have sponsored an annual gathering of leading pollsters, political scientists, political reporters and others interested in California politics and public opinion. The event has been a day-long event held in San Francisco on a Friday in the fall or winter of each year.

Because many of the professional interests of those attending The Field Workshop dovetail quite nicely with those of PAPOR conference participants, and due in large measure to the resurgent interest and expanded activities of the local PAPOR chapter in the past few years, combining these two events seemed a natural progression.

Incorporating The Field Workshop into the Friday portion of the PAPOR conference proved to be an unqualified success last year. Feedback that we received from the regular attendees of The Field Workshop were uniformly positive about last year's conference, its speakers and the topics addressed. In addition, Field-hosted attendees added about 30-35 new faces to the PAPOR conference, making the event that much more stimulating and successful.

We at Field again look forward to inviting our regular Field Workshop guests to join us during the Friday morning portion of this year's PAPOR conference. - Mark DiCamillo, Director, The Field Poll

2008 Annual PAPOR Conference



CALL FOR PAPERS



The theme for the conference is the 2008 elections: Western states are significantly engaged in the presidential and statewide elections & ballot issues. The 2008 conference will explore the campaign dynamics and issue trends. Also, there are lessons to be learned for the profession in conducting and reporting polls.

If you have a great idea for a paper to present or a panel you would like to join, let us know! Proposals for papers or presentations are welcome from journalists, political consultants, academic researchers, market researchers, pollsters, and all other kinds of professionals who design, manage, or use survey research. Please submit abstracts or proposals to **Floyd Ciruli**, fciruli@aol.com, **2008 PAPOR Conference Chair**, by **November 14th**. **Other contact info is on our website, PAPOR.org**

Conference panels

Survey Design and Methodology – Chaired by Quin Monson, (BYU).

National Election - Chaired by Doug Strand, (Kaiser Foundation Health Plan)

Attitudes About Same Sex Marriage and California's Proposition 8 Initiative - Chaired by Mark DiCamillo, (The Field Poll)

Western States Roundtable – Chaired by Susan Pinkus/Jill Darling, (LA Times)

Race and Gender in Politics - Chaired by Amy Simon, (Goodwin Simon Victoria Research)

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Poster Session: presentations on the panel topics and more

Thank You to Research Now Sponsor of the 2008 PAPOR Student Paper Competition

The competition seeks to recognize excellence in student conducted public opinion research in the Western Region Universities and to encourage students to consider continuing on with public opinion research in the future by exposing them to the professional association and the broader research community. Student winners are publicly honored and present their research at the PAPOR annual conference. In addition they receive a cash prize (\$500 for first place, \$250 for the runner up) and travel expenses to attend the conference.



RESEARCH NOW
The Online Data Collection and Panel Specialists



SHORT COURSE INSTRUCTOR - DON DILLMAN

Social & Economic Sciences Research Center
Washington State University, Pullman, WA 99164-4014
(509) 335-1511 FAX: (509) 335-0116 dillman@wsu.edu

Dr. Dillman is Regents Professor and the Thomas S. Foley Distinguished Professor of Government and Public Policy in the Departments of Sociology and Community and Rural Sociology at Washington State University. He also serves as Deputy Director for Research and Development in the Social and Economic Sciences Research Center (SESRC).

He is recognized internationally as a major contributor to the development of modern mail, telephone and Internet survey methods. In 1970, he was founding coordinator of the SESRC's Public Opinion Laboratory (1970-1973), one of the first university-based telephone survey laboratories in the United States. His book, *Mail and Telephone Surveys: The Total Design Method* (1978), was the first to provide detailed procedures for conducting surveys by these methods, and was recognized in 1990 by the Institute for Scientific Information as a "Citation Classic." It has been cited in more than 3,600 scientific publications. From 1991-1995 he served as the senior survey methodologist in the Office of the Director, U.S. Bureau of the Census, where he provided leadership for the development of new questionnaire designs and procedures for the 2000 Decennial Census and other government surveys. This and related work on other federal agency surveys led to his receiving the Roger Herriot Award for innovation in federal statistics in September 2000.

Dr. Dillman has three degrees from Iowa State University (B.S. Agronomy, 1964; M.S. Rural Sociology, 1966; Ph.D. Sociology, 1969). He came to Washington State University in 1969 as an assistant professor and has served the University as Chair of the Department of Rural Sociology (1973-81) and Director of the SESRC (1986-1996).

Throughout his 38 year career at Washington State University, Dr. Dillman has maintained an active research program on the improvement of survey methods and how information technologies influence rural development. He has served as investigator on more than 80 grants and contracts worth approximately \$12 million, and written 13 books and more than 225 other publications. His most recent books include: *The International Handbook on Survey Methodology with de Leeuw and Hox* (2008) and *Mail, Internet and Mixed-Mode Surveys: 3rd edition, (with Smyth and Christian, 2009) released in October 2008*. His current research emphasizes visual design and layout influences respondent answers to self-administered surveys and how to encourage general public populations to respond to internet surveys. He also researches differences in how information technologies impact community quality of life.

He was the 2001-2002 President of the American Association of Public Opinion Research. Other significant accomplishments include being selected as a Fellow in Class I (1980-83) and advisor to Class XI (1990-93) of the Kellogg Foundation's National Fellowship Program; President (1984-85) of the Rural Sociological Society and recipient of its Excellence in Research (1998) and Distinguished rural sociologist awards; election as a Fellow by the American Association for the Advancement of Science (1987) and the American Statistical Association (1995); and 2002 recipient of the Society for Applied Sociology Lester F. Ward Award for Distinguished Contributions to Applied Sociology. He received the American Association of Public Opinion Research "AAPOR Award" for Exceptionally Distinguished Achievement, in 2002 and in 2006, the World Association for Public Opinion Research "Helen Dinerman Award" for career contributions to innovative research and methodology. At Washington State University, he was the 1985 presenter of the Distinguished Faculty Address; 1994 recipient of the College of Liberal Arts Distinguished Achievement Award; 1995 winner of the University Sahlin Faculty Excellence Award for Research; and 2002 recipient of the Eminent Faculty Award, WSU's highest faculty honor.

Since 1980, Dr. Dillman has presented seminars at more than 30 universities throughout the United States, and lectured in, Sweden, Ireland, Germany, Norway, The Netherlands, Canada, Republic of China, Guam, New Zealand, Australia, Spain, and the United Kingdom. He was Guest Professor at the German Center for Survey Methods and Analysis in Mannheim, has served frequently as an instructor at the University of Michigan's Annual Summer Survey Institute and currently for the Evaluator's Institute. He presents short courses regularly on designing surveys and has delivered nearly 100 keynote or other major invited addresses to organizations and conferences. He has also served as a consultant on survey design to many government agencies and private organizations in the United States and abroad.

Dr. Dillman was raised on a farm near Chariton, Iowa, and was married in 1964 to Joye Jolly Dillman (B.S., M.S., Iowa State University), a professor in the Department of Human Development at Washington State University.

Curriculum vita and recent papers available from <http://www.sesrc.wsu.edu/dillman/>

2008 Annual PAPOR Conference



2008 PAPOR Annual Conference
December 11-12, 2008
Sir Francis Drake Hotel
450 Powell St., San Francisco, CA



VENUE

Sir Francis Drake - San Francisco's Union Square

"This landmark hotel is one of San Francisco's grand dames, operating continuously since 1928 in the heart of Union Square. The Kimpton Hotel company has done a wonderful job renovating the hotel (which was sorely needed since I was a kid), giving this elegant lady a much-needed makeover. I've always been a fan of the Hotel Monaco's modern, slightly offbeat interiors with bold patterns and custom furnishings, and they've incorporated a similar style at this property, though with a cream and sage green color scheme. It's always a pleasure to have Tom Sweeny, the ebullient (and legendary) Beefeater doorman, handle your bags as you enter the elegant, captivating lobby with its gilded high ceilings, glittering crystal chandeliers, and massive curved marble staircase that leads to a mezzanine overlooking bustling Powell Street. It's a grand entrance experience you won't soon forget." - Frommers

Come for the conference, stay the weekend!

Make reservations between now and November 6th to receive special rate, by **calling the Sir Francis Drake directly at 800-227-5480 and mention the**

"PAPOR Annual Meeting".

Conference Rates are \$169 for 1-2 people; \$189 for 3; or \$209 for 4 and are available Dec 10 -13. **Book soon!** The number of rooms at that rate are limited.

A Bit of Union Square History

Union Square, one of San Francisco's main retail and cultural centers, also refers to the actual park bordered by Geary, Powell, Post and Stockton streets. Set aside as a park in 1850 and named before the start of the Civil War as a tribute to the frequent demonstrations in support of the Union troop, the park got a major renovation and restoration in 2002.

The redesign, which transformed the square from a grassy slope to a granite platform, made the square more accessible in the literal sense (the old configuration had only four entrances, at the corners), but was criticized by some for its aura of emptiness (and also for uncomfortable benches). Though the planned fountain is still on the way, the square has mostly settled in as a spacious meeting spot where people can take in the sights of the cable cars, hotels and throngs of shoppers. There are occasional music and dance performances, a TIX Bay Area half-price theater ticketing booth and a small cafe, and the Macy's holiday tree takes center stage in November.

Sutter, Post, and Geary streets are filled with fine art galleries, some focusing on selling works by big names like Picasso and Chagall, and others devoted to exhibiting works by contemporary artists. San Francisco's only Frank Lloyd Wright building, built in 1949 and currently housing the Xanadu Gallery, is located at 140 Maiden Lane, and features the same circular interior as the famed Guggenheim Museum in New York.

This is also San Francisco's main theater district, with some historic, beautiful buildings housing the performances. Shows range from traveling Broadway and off-Broadway shows on limited runs to smaller local productions.

Views of the square are best from Harry Denton's Starlight Room in the Sir Francis Drake Hotel and from some of the second and third floor galleries and shops surrounding the square. - www.sfgate.com

2008 Annual PAPOR Conference

UNION SQUARE FOOD & NIGHTLIFE

RESTAURANTS

Anjou Restaurant: Tucked out of sight in an alley, the warm and welcoming Anjou is a small French restaurant catering to both the business lunch and dinner theater crowds. Campton Pl., (415) 392-5373.

Bar Crudo: Raw bar focuses on a short menu of updated oyster bar favorites, in addition to a few selections of crudo, Italian for uncooked. If a whole raw meal isn't your style, there are a few cooked dishes on the menu. 603 Bush St. (at Stockton), (415) 956-0396.

Biscuits & Blues: Posh "down-home cookin'" here -- California-ized jambalaya, fried okra and chicken, presented with live blues music. A full-service restaurant was added in 2005. 401 Mason St., (415) 292-2583.

Bistro 69: One of the several eateries on Maiden Lane offering outdoor café seating, Bistro 69 offers an array of Mediterranean and Italian dishes and specialty sandwiches. 69 Maiden Ln. (415) 398-3557.

Colibri Mexican Bistro: Mexican small plates from executive chef Alex Padilla, formerly of Boulevard. (-SF Chronicle) 438 Geary St. (near Mason), San Francisco; (415) 440-2737.

E&O Trading Company: This Southeast Asian grill and brewery melds Vietnamese, Thai, Cambodian, and Indian, among other cuisines in an upbeat, fun atmosphere. Live jazz and classical performances on some nights. 314 Sutter St., (415) 693-0303.

First Crush Restaurant: As the name implies, First Crush is primarily known for its wine list, featuring one of the largest collections of California wines in the city. Occasionally, First Crush hosts Crush Fridays, tastings of fine wines and spirits. 101 Cyril Magnin, (415) 982-7874.

King of Thai Noodle: Although noodles star, rice plates and soups are also available. Your order arrives quickly, even if all dozen or so tables and counter seats are filled. (-SF Chronicle) 156 Powell St. (near O'Farrell); (415) 397-2199.

Postrio: Pan-Asian-Californian cuisine served in a dramatic dining room. Outstanding desserts and the influence of co-owner Wolfgang Puck make for a memorable dinner (as does the bill). 545 Post St., (415) 776-7825.

Rotunda at Neiman Marcus: The Rotunda is the kind of place where regulars and bartenders know one another by name and where "ladies who lunch," lunch. A cheeseburger runs about \$15 and a cup of coffee goes for \$3, but the windows that line the Rotunda have a terrific view of Union Square. Look up and there's that gorgeous stained-glass skylight Neiman Marcus is famous for. 150 Stockton St., (415) 362-4777.

Scala's Bistro: The mahogany booths and intimate lighting add a feeling of privacy to this large country-French/rustic-Italian restaurant. New on the menu is "faux gras," an animal-friendlier pate with butter and fresh duck liver that hasn't been hyper-fattened like foie gras. The more than 150 wines on the list hail from California, Italy and France. 432 Powell St., (415) 395-8555.

Sears Fine Food: After a brief hiatus, Sears Fine Food, founded in 1938, returned under new ownership in 2004. Fortunately, they kept the famous dollar-sized Swedish pancakes and retro waitress uniforms. (-SF Chronicle/SF Gate) 439 Powell St. (near Sutter), (415) 986-0700.



NIGHTLIFE

Cafe Royale: With the dark-wood, low-lighting style of a speakeasy, Cafe Royale manages to be a friendly neighborhood bar/cafe as well as a classy place for a discreet rendezvous. The large main room downstairs is wrapped by a balustraded balcony, which is even darker and more romantic. The beer-and-wine-only selection is eclectic, with a half dozen beers on tap, and the bar makes up for what it lacks in spirits with unique soju cocktails. The food is simple and delicious, featuring baguette sandwiches, quiche and homemade soup. On Friday and Saturday nights, in-house DJs play house and beats, and on occasional weeknights the Royale has been known to host trendy literary events. (- Jan Richman, special to SF Gate) 800 Post St., (415) 441-4099.

Gold Dust Not the place to go for an intimate date. The Gold Dust is the epitome of the theme bar, decked out floor to ceiling in gold rush schtick. The good thing? It's been that way forever, and the patrons are a friendly, tipsy bunch. Good drink specials, too. 247 Powell St., (415) 397-1695.

Harry Denton's Starlight Room: Long before big-band swing music was popular with the MTV set, the Starlight Room was the swanky place for drinks. Perched on the 21st floor of the Sir Francis Drake Hotel, its lush velvet booths, swinging jazz music and incredible views are all that's needed to bring out the inner Rat Packer in you. 450 Powell Street, (415) 395-8595.

Lefty O'Doul's: This old hofbrau -- a favorite of tourists and locals -- has character seeping out of its walls. The food is good, the bar is great and Marilyn Monroe's California state ID watches over the place. Why? Lefty was Joe DiMaggio's manager in the Yankee Clipper's minor-league days, see, and you remember who Joe married, right? 333 Geary St., (415) 982-8900.

2008 Annual PAPOR Conference

2008 PAPOR CONFERENCE SPONSORSHIP LEVELS

Your PAPOR Conference sponsorship supports the continued growth of the Pacific Chapter of the American Association for Public Opinion Research. Help us out by sponsoring a meal, break, or the poster session. Specific event sponsorship requests will be honored on a first-come, first-serve basis, by sponsorship level.

EXECUTIVE Level

Student Paper Competition Sponsor —\$2,500 - sponsored by: **RESEARCH NOW**

This is an excellent opportunity to raise the visibility of your organization at the same time as helping to promote young people to enter into the field. Sponsorship will entitle sponsor to receive:

- Company name, directory listing, and logo in the conference program
- Recognition and personal introduction by the Conference Chair or President from the podium
- Three complimentary conference registrations
- In addition, the sponsor is featured in the announcement of the winner in all national and local membership PAPOR releases, and if the student presents the paper at the national conference in 2009, the sponsor will be mentioned.

Exclusive Meal Sponsor —\$2,000 - Thursday Dinner being sponsored by: **WESTERN WATS**

- Priority choice for a meal, which includes verbal recognition before the event, and company name and logo signage displayed during the event
- Company name, directory listing, and logo in the conference program
- Recognition and personal introduction by the Conference Chair or President from the podium
- Three complimentary conference registrations

Friday Breakfast & Lunch Sponsorship - still available

DIAMOND Level - \$1000

Diamond level sponsors receive:

- Company name, directory listing, and logo in the conference program
- Recognition and personal introduction by the Conference Chair or President from the podium
- Priority choice for an event assignment which includes verbal recognition before the event, and company name and logo signage displayed during the event
- Two complimentary conference registrations

PLATINUM Level - \$750

Platinum level sponsors receive:

- Company name and directory listing in the conference program
- Recognition by the Conference Chair or President from the podium
- Priority choice for an event assignment which includes verbal recognition before the event, and company name and logo signage displayed during the event
- One complimentary conference registration

GOLD Level - \$500

Gold level sponsors receive:

- Company name and directory listing in the conference program
- Recognition by the Conference Chair or President from the podium
- Verbal recognition for event assignment before the event, and company name and logo signage displayed during the event

SILVER Level - \$250

Silver level sponsors receive:

- Company name listed in the conference program
- Recognition by the Conference Chair or President from the podium
- Verbal recognition before the event, and company name signage displayed during the event

- All sponsorships are subject to approval by the PAPOR executive council.
- Participation must be confirmed by **November 21st** to ensure inclusion in the Program Guide and other printed materials.

PAPOR's Mission

Educate members about the standards of professional conduct and ethics for surveys and public opinion research.

Facilitate networking through annual chapter conferences contributing to an environment conducive to the open exchange of information among all members.

Provide members with the opportunity to enhance their business and research skills.

Build and maintain membership within the chapter.

Educate members about the standards of professional conduct and ethics for surveys and public opinion research.

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Benefits of Membership

Keep up to date on the legislation affecting our industry.

Have a voice in the direction of the industry.

Exchange ideas and knowledge in areas of public opinion research specific to your interest.

Build friendships and important business contacts through various events and activities. (i.e., fun networking events, conferences, etc.)

Increase exposure for both companies and individuals through a range of including involvement with paper presentations, networking, attending events, etc.

Attend seminars and conferences specific to the opinion research industry.

Receive PAPOR Trail – our Chapter newsletter, which includes the latest information on Chapter and industry news, local educational seminars/conferences, events, tips of the trade and tools to help you do your job more successfully.

PACIFIC CHAPTER OF THE
AMERICAN ASSOCIATION FOR
PUBLIC OPINION
WWW.PAPOR.ORG

Officers



President – Doug Strand



Vice President/President Elect –
Ginger Blazier



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Treasurer and Webmaster– Jill Darling



Conference Chair – Floyd Ciruli



Associate Conference Chair –
Paul T. Melevin



Student Paper Competition Chair –
Mollyann Brodie



Membership Chair – Bob Davis



Councilor-at-Large – Susan Pinkus



Councilor-at-Large – Quin Monson

Past President – Richard Rands

Councilor-at-Large – Anthony Salvanto

NEWSLETTER CONTACT:
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