

**PAPOR 2009
Winter Conference
San Francisco, December 10–11
Sir Francis Drake on Union Square
Conference Highlights**

The December 10–11 PAPOR Conference at the historic Sir Francis Drake Hotel in Union Square will examine the impact of the economy on politics and issues throughout the West. Two short courses are being offered by nationally recognized experts in survey research. Register by Sunday, November 15 for the pre-registration conference rate at www.PAPOR.org

Short Course – The Use of Incentives in Survey Research

Paul J. Lavrakas, Ph.D. will present a short course on a framework researchers should use to determine how to choose, deploy and evaluate the incentives in their surveys. Dr. Lavrakas' recent publications include (with co-author Mike Traugott) the 4th edition of *The Voter's Guide to Election Polls* (2008, Rowman & Littlefield).

Short Course – Address-Based Sampling, How to Do It, Practical Tips

David Dutwin Ph.D. will present a short course detailing the implementation of address-based sample (ABS) research. ABS designs have become a popular alternative to consider, due to the increasing number of households that are now serviced only by cell phones. David Dutwin is VP of Social Science Research Solutions, a full service survey firm, Philadelphia, PA. Both courses provide 2.5 MRA contact hours in research.

Plenary Session – The Importance of Language to Winning the Policy Debate

David Binder, David Binder Research, will present the plenary address, which is followed by dinner and conversation. Mr. Binder is one of President Obama's top opinion researchers. Jon Cohen, polling director for the Washington Post, will introduce David and provide commentary.

Panel discussion topics include:

The Changing U.S: Shifting Populations, Shifting Power, and Bracing for Battles of 2010 and Beyond: Anthony Salvanto of CBS News, NY chairs a panel of demographers and researchers on the impact of demographic changes on politics in 2010.

The Twists and Turns of U.S. Public Opinion About Health Reform:

Mark DiCamillo of The California Field Poll assembles a panel of national pollsters on the year-long healthcare debate.

Economic Recovery and Federal Stimulus – 11 months later:

Jennifer Paluch of the Public Policy Institute of California moderates a panel of researchers on how the stimulus package has worked and is perceived.

Western States Roundtable:

Floyd Ciruli of Ciruli Associates, CO facilitates a panel of leading public pollsters from California, Colorado, Montana and Utah on the major trends and forces impacting key state races and issues.

Conference organizer: Paul Melevin (confchair@papor.org)