



SPECIAL 2009 PAPOR CONFERENCE ISSUE

Pacific Chapter of American Association for Public Opinion Research



Letter from the President

Welcome to our Fall 2009 Newsletter!

This issue has updated news about our upcoming annual conference in beautiful Union Square, San Francisco, on December 10 and 11, 2009.

In this issue, will provide you with information about that conference and its schedule. We're excited that we are able to offer two short courses for the first time this year. Our plenary address on the first evening will come from David Binder, David Binder Research. In addition we will have five panel topics in all, and this year they are: *1 - Survey Design and Methodology, 2 - The Changing U.S. -- Shifting Populations, Shifting Power, and Bracing for Battles of 2010 and Beyond, 3 - The Twists And Turns Of U.S. Public Opinion About Health Reform, 4 - Economic Recovery and Federal Stimulus - 11 months later, and 5 - Western States Roundtable: 2010 Governor and Senatorial Races.*

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 five panel topics. For more information, please see the Call For Papers on pg. 6.

This conference would not be possible if it were not for the fine and extensive work by our Conference Chair, Paul Melevin; Assoc. Conference Chair, Amy Simon; and the members of this year's PAPOR Council (see page 11).

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

If any of you 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.

Thank you for your continued support

Hope to see you in December!

Ginger Blazier

Pacific Chapter of the American Association for Public Opinion Research

The PAPOR Trail
www.papor.org

PAPOR Member Profile - Total 151 members

Geographic Breakdown

Area	#	%
Alaska	1	1%
Arizona	2	1%
Canada	2	1%
Colorado	2	1%
East Coast	7	5%
Hawaii	2	1%
Midwest	5	3%
New Mexico	1	1%
Northern CA	74	49%
Oregon	6	4%
South	1	1%
Southern CA	29	19%
Utah	6	4%
Washington	7	5%
Not Supplied	6	4%

Affiliation Breakdown

Academic	32%
Commercial	49%
Government	6%
Non-Profit	13%

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AAPOR News

AAPOR Launches Journalist Education Partnership with Poynter

AAPOR is proud to announce the launch of Part One of our [journalist education program](#) developed in partnership with the Poynter Institute's prestigious [News University \(NewsU\)](#), which is funded by a grant from the John S. and James L. Knight Foundation. "Understanding and Interpreting Polls" is a free, interactive course that will help journalists tell the legitimate numbers from the sloppy surveys, as well as effectively evaluate polling methods. And it is the first of several courses AAPOR is developing in partnership with the Poynter Institute as we gear up for the 2008 presidential election. New sections will be added to this course in the coming months covering topics such as: assessing horserace numbers and likely voters screens; methodological issues in polling including cell-phones, automatic dialers, and survey non response; and how to write about and interpret poll results.



AAPOR Represented At Upcoming PAPOR Annual Conference

Kelly Foster, Associate Membership/Chapter Relations Chair, will be representing AAPOR at the PAPOR conference in December. **Kelly Foster** is a Survey Research Professional at the Carl Vinson Institute of Government at the University of Georgia. Her responsibilities include working with faculty and staff as well as government and private clients on research design proposals, design and management of paper, web, and telephone surveys, conducting focus groups, data analysis, and report writing and presentations. Kelly holds a Masters degree in Applied Sociology from Clemson University. In addition to working full-time at CVIOG, Kelly is pursuing a doctoral degree in the Research, Evaluation, Measurement, and Statistics program at UGA. Kelly joined AAPOR in 2004 and attended her first conference as a Roper Fellow.

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



Bob Groves sworn in as U.S. Census Director

Groves was AAPOR's president 1995-96 and has won several honors from the organization, including the AAPOR Award in 2001. In April AAPOR's "Three Presidents" [wrote a letter of support for his nomination](#).

AAPOR 65th Annual Conference

May 13-16, 2010
Chicago Marriott Downtown
Chicago, Illinois

Call for Participation
Submit Your Abstract for the 65th Annual Conference!



PAPOR Chapter News

WELCOME NEW PAPOR MEMBER - MaryAnn Farrell

Dates To Remember

Student Paper Competition - Email your paper by **November 2nd** to: **Quin Monson** (studentpaper@papor.org). Please include your name, mailing address, telephone number, and e-mail address. Entries should not exceed 30 pages total.

Call for Papers - Abstracts for papers and posters should be no more than 300 words and should be submitted to the Conference Chair, **Paul Melevin** (Confchair@papor.org), by **November 10, 2009**

Annual PAPOR Conference - December 10 & 11—Save the dates - book your hotel at the Sir Francis Drake in San Francisco, to get the special conference rates.

Conference Registration Fees

Early Registration: \$150.00 per person (by November 15th) / Late Registration: \$175.00 per person/
Student Registration: \$ 20.00 per student (Early and Late)

One Day Registration: \$100.00 per person

Additional Family Meal = \$70.00 per person / \$45.00 per person (Friday Buffet Lunch)

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

CONFERENCE VOLUNTEERS NEEDED

Want to help us out at the PAPOR conference this year? We need volunteers for things such as staffing the registration desk for short intermittent times, organizing materials, and ensuring the signage is displayed properly, etc. Anyone interested please **contact: Ginger Blazier, gblazier@diresearch.com**.

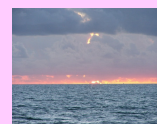
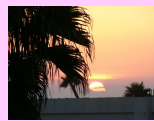
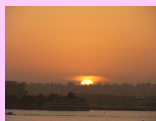
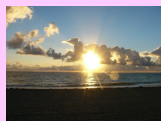
PAPOR

EXECUTIVE COUNCIL FOR 2010

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Join the PAPOR executive council for 2010! Elections will be held at the conference in December. Commitment required is one monthly phone meeting, other hours may vary by office. Positions available: Vice President/President-elect; Conference Chair; Associate Conference Chair; Secretary; Treasurer; Student Paper Chair and Councilor-At-Large. **Interested? Contact Ginger Blazier, gblazier@diresearch.com or Floyd Ciruli, fciruli@aol.com.**

Photos from PAPOR Members



Do you have a photo that you would like to share with other PAPOR members?

If so, send them to: GBlazier@DIResearch.com

WINTER NEWSLETTER SCHEDULED FOR FEBRUARY

SEND YOUR IDEAS/ARTICLES/SUGGESTIONS TO GINGER BLAZIER - GBLAZIER@DIRESEARCH.COM

2009 Annual PAPOR Conference

Conference Schedule Outline

Thursday, December 10

- 7:00-2:00 pm Conference Registration
- 8:00-10:15 am Short Course # 1 (Paul Lavrakas, "*The Use of Incentives in Survey Research*")
- 10:15-10:45 am Break
- 10:30-12:45 pm Short Course # 2 (David Dutwin, "*Addressed-Based Sampling, How to Do It, Practical Tips*")
- 12:45-2:00 pm Open time - explore eating places on pg. 10
- 2:00-3:30 pm Conference opens/Welcome / Panel 1- Survey Design and Methodology
Chair: Ashley Grosse, SVP & Managing Director , Angus Reid StrategiesTM
- 3:30-3:45 pm Break
- 3:45-5:15 pm Student Paper Award Winners Announced
- Panel 2 - *The Changing U.S. - Shifting Populations, Shifting Power, and Bracing for Battles of 2010 and Beyond*
Chair: Anthony Salvanto, CBS News, Panelists: Howard Hogan, Associate Director for Demographic Programs, US Census Bureau; Karin MacDonald, California Statewide Database
- 5:15-5:30 pm Break
- 5:30-6:45 pm Plenary - Introduction: Jon Cohen, Director, Washington Post Poll
Plenary Speaker: David Binder, David Binder Research
- 7:00-8:30 pm Conference Dinner
- 8:30-9:30 pm After Dinner Cocktails - Sponsored by Apperson Digital Technology Services

Friday, December 11

- 7:30-10:45 am Conference Registration / Continental Breakfast
- 8:15-8:30 am AAPOR Presentation
- 8:30-10:00 am Panel 3 – *The Twists And Turns Of U.S. Public Opinion About Health Reform*
Moderator: Mark DiCamillo, The Field Poll. Panelists: Elizabeth Hamel, Henry J. Kaiser Family Foundation, Jon Cohen, Director, Washington Post Poll , David Binder, David Binder Research
- 10:00-10:45 am AAPOR Presentation / Poster Session and Break
- 10:45-12:15 pm Panel 4 - *Economic Recovery and Federal Stimulus - 11 months later*
Moderator: Jennifer Paluch, Public Policy Institute of California; Panelists: Janet Streicher, SrVP, Citigroup; Jed Kolko, Research Fellow, Public Policy Institute of California; Gabriel Petek, Director, Credit Market Services, Standard & Poor's (Primary credit analyst for the State of California at S&P)
- 12:30-2:00 pm Lunch and Chapter Meeting
- 2:00-3:30 pm Panel 5 - *Western States Roundtable: 2010 Governor and Senatorial Races*
Chair: Floyd Ciruli, Ciruli Associates, Colorado; Panelists: Mark DiCamillo, Field Research, CA, Craig Wilson, Professor, Montana State University - Billings Poll, MT, John Myers, Sacramento Bureau Chief , KQED public radio, CA

Professional Researcher Certification

We are pleased to announce that both short courses being offered at our 2009 conference, "*The Use of Incentives in Survey Research*", presented by Paul Lavrakas and "*Addressed-Based Sampling. How to Do It, Practical Tips*", presented by David Dutwin, 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/>



Marketing Research Association



2009 Annual PAPOR Conference

PAPOR Presents 2 Short Courses

Short Course #1

The Use of Incentives in Survey Research

Instructor: **Paul J. Lavrakas,
Independent Research Consultant**

Date/Time: December 10th, 2009 - 8:00-10:15 AM

Fee: \$50 / \$25 for students.
(80 to attend both short courses)

MRA PRC Credits: 2.5 contact hours in Research

Paul J. Lavrakas, Ph.D. will present a lively morning short course on "The Use of Incentives in Survey Research". This course will focus on a framework that researchers should use to determine how to choose, deploy, and evaluate the incentives they will deploy in their surveys. This framework was developed in response to a March 2008 conference on survey incentives organized on behalf of several federal statistical agencies [Council of Professional Associations on Federal Statistics (COPAFS)]. The framework addresses (a) the possible goals that incentives are meant to achieve (e.g., improving response rates; improving data quality; reducing nonresponse bias; lowering other survey costs), (b) the theories that may explain the effects of incentives, (c) identifies which respondents will be offered incentives, (d) the type of incentives that will be used (e.g., contingent and/or noncontingent; cash and/or noncash; fixed and/or differential), (e) the operational issues that should be considered if incentives are to be used, (f) the cost implications the chosen incentives will have, (g) the ethical considerations in choosing the incentives that will be deployed, and (h) how to evaluate the impact of the chosen incentives. Earlier versions of the course have been presented for NY-AAPOR, DC-AAPOR, and twice for the MRA/CMOR.

About the Instructor



The course creator and instructor is Paul J. Lavrakas, Ph.D., Research Psychologist / Methodologist, former Professor at Northwestern University and Ohio State University. (1980-2000), founding Faculty Director for survey research centers at both those universities (1982-2000), and former Chief Research Methodologist at Nielsen (2000-2007) where he spent much of his time helping to determine the incentives Nielsen should use in its diary samples and meter panels. Dr. Lavrakas' recent publications include a chapter on "Telephone Survey Methods" in the handbook of *Applied Social Research Methods* (2009; Sage Publications), co-author (with Mike Traugott) of the 4th edition of *The Voter's Guide to Election Polls* (2008; Rowman & Littlefield), and serving as the editor of *The Encyclopedia of Survey Research Methods* (2008; Sage Publications). Since 2007, he has worked as an Independent Consultant, and his clients include *The Associated Press*, *ABC News*, The Media Rating Council, The Interactive Advertising Bureau, and Charles River Associates. Currently, he serves on the AAPOR Executive Council as Counselor-at-Large.

Short Course #2

Addressed-Based Sampling, How to Do It, Practical Tips

Instructor: **David Dutwin, V.P.
Social Science Research Solutions**

Date/Time: December 10th, 2009 - 10:30 AM -12:45 PM

Fee: \$50 / \$25 for students.
(80 to attend both short courses)

MRA PRC Credits: 2.5 contact hours in Research

David Dutwin will present a short course detailing the execution of address based sample (ABS) research. Because of the increasing number of households that are now serviced only by cell phones, ABS designs have become an increasingly popular alternative to consider. However, while ABS may solve the problem of cell phone noncoverage, there are many other issues particular to ABS that researchers must factor. Additionally, the use of ABS requires the researcher to choose from a number of different methodological choices, and be aware of very different operational considerations. This short course will briefly review the theoretical perspective and choices one must consider with regard to address-based sampling, and then move on to detailed operational considerations based on the results from a wide range of ABS studies executed by Dr. Dutwin in the past three years.

About the Instructor



David Dutwin is Vice President of Social Science Research Solutions, a full service survey firm located outside of Philadelphia, PA. He has also served as an adjunct professor at West Chester University for just under 10 years, and is a Research Scholar for the Institute for Jewish and Community Research, located in San Francisco, CA. Dr. Dutwin attained his Ph.D. from the Annenberg School for Communication in 2002. In addition to conducting a wide variety of single and dual frame telephonic research surveys, he has executed a number of major statewide and citywide ABS studies on health care access and served as a consultant for the transition of a number of telephone studies to ABS, including the first nationwide ABS omnibus surveys, one of the largest media diary services, and major governmental health prevalence surveys.

Register on line at PAPOR.org.

2009 Annual PAPOR Conference - Submissions

Call for Conference Participation

This year's conference theme is "**Public Opinion and How It Shapes Public Policy in an Economic Downturn.**" PAPOR welcomes submissions on the presentation of results from current survey research, public opinion, and market research, and on how these results shape public policy during unfavorable economic times. This includes submissions that focus on national and local efforts to stimulate the economy and reform health care. Proposals on any topic related to public opinion research, public policy formation, or efforts to advance survey research method will be considered. We encourage participation from all sectors engaged in public opinion and public policy research including academia, government, private sector, and non-profit.

Proposal Submission Process

Proposals for the conference should be submitted electronically by email to the **2009 PAPOR Conference Chair, Paul Melevin** (Confchair@papor.org). Abstracts for papers and posters should be no more than 300 words and should be submitted by **November 10, 2009** for full consideration. Proposals should include complete contact information on all presenters including the name, mailing address, telephone number, and email address of each author and presenter.

Undergraduate and Graduate students are also encouraged to submit their paper for the Eighth Annual Student Paper Competition. More detail on page 7 or visit the web-link:

http://papor.org/files/2009/2009_studentawardcall.pdf

Conference Poster Session

Another opportunity at the 2009 PAPOR conference that goes beyond the traditional panel presentation is our poster session. The PAPOR poster session is an ideal venue for professional pollsters and market researchers to present innovative research findings and survey research techniques to a diverse audience of professional and academic clients without the pressure of preparing a traditional conference presentation. Posters typically present basic research findings in an easy to follow and visually oriented format. Presenters will be provided with an easel and a 3' x 5' poster board suitable for mounting presentation materials. A time slot on the PAPOR program has been reserved for the poster session during an extended break during the heart of the conference. Typically the poster session is strategically located between the main presentation room and the snacks provided during the break to maximize the number of PAPOR attendees who take a few minutes to browse the posters, discuss research findings of interest, and network with the poster presenters.

The poster session accommodates research that doesn't easily fit panels organized around a single theme or those in a niche area of survey and market research. It also accommodates presenters who prefer the more intimate setting and interaction of a poster presentation. In addition to the posters prepared by professional researchers, a small number of poster session slots will also be made available to award winners from the student paper competition. The poster session slots are limited, so please submit proposals early. Don't miss out on a great opportunity. To propose a poster or for more information please contact **Quin Monson** of Brigham Young University at postersession@papor.org or 801-422-8017.

2009 Annual PAPOR Conference - Student Paper

ATTENTION STUDENTS OF PUBLIC OPINION AND SURVEY RESEARCH

PAPOR Announces Its Annual Student Paper Competition

Students are invited to submit papers to the 2009 Student Paper Competition. Papers related to survey research, public opinion, or market research are welcome. Papers might address topics such as: substantive findings about public opinion or public policy, statistical techniques or methodological issues in survey research, new technologies for conducting survey, or theoretical issues in surveys. We encourage entries from any fields that employ survey and opinion research including political science, communications, psychology, sociology, and marketing. Eligible papers will be authored by graduate or undergraduate students currently attending schools in PAPOR's geographic region. The entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership.

Student Winners receive:

- A cash award (\$500 for the Winner and \$250 for 2nd Place),
- Travel expenses to the PAPOR Annual Conference in San Francisco,
- Honorary one-year membership to PAPOR,
- A spot on the conference program, and
- Recognition at the conference from the top public opinion scholars and professionals of PAPOR! (Past winners are also usually invited to present at the AAPOR national conference.)

If a winning paper is co-authored, travel fees will be paid for one student author, but conference registration will be provided for all student authors. All entries will be considered for the Conference Poster Session enabling some students beyond the winners to present their research.

Email your paper by **November 2nd** to: **Quin Monson** (studentpaper@papor.org). Please include your name, mailing address, telephone number, and e-mail address. Entries should not exceed 30 pages total. The entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership. Feel free to email in advance with questions.

PAPOR's 2008 Student Paper Competition Winners

PAPOR's 2008 Student Paper Competition Winner, Philip Brenner,
University of Wisconsin - Madison

"Overreporting Of Voting Participation As A Function Of Identity Salience"



Joel Primer (Research Now), Philip Brenner,
Winson Shuen (Research Now)

PAPOR's 2008 Student Paper Competition Runner-up, Ashley Burton,
University.

Brigham Young



2009 Annual PAPOR Conference

2009 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 —\$3,000- sponsored by: **PAPOR Chapter**

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

- 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

DIAMOND Level - \$1000

Co-Sponsor a Meal, or Short Course

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
- Two complimentary conference registrations
- Priority choice for an event assignment which includes verbal recognition before the event, and company name and logo signage displayed during the event

Current Sponsors:

Ciruli Associates

Davis Research

Population Research Systems

Research Now

GOLD Level - \$500

Sponsor a Designated Break

Gold level sponsors receive:

- Company name and directory listing in the conference program
- Recognition by the Conference Chair or President from the podium
- Ability to request an event assignment which includes verbal recognition before the event, and company name and logo signage displayed during the event

Current Sponsors:

Apperson Digital Technology Services

SILVER Level - \$250

Co-Sponsor a Designated Break

Silver level sponsors receive:

- Company name listed in the conference program
- Recognition by the Conference Chair or President from the podium
- Ability to request an event co-assignment which includes verbal recognition before the event, and company name signage displayed during the event

Current Sponsors:

CfMC

Directions In Research

Goodwin Simon Victoria Research

Interviewing Service of America

- 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.

2009 Annual PAPOR Conference



2009 PAPOR Annual Conference
December 10-11, 2009
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!

To make reservations at the Sir Francis Drake Hotel, call the hotel directly at (800) 227-5480 or (415) 392-7755 or via e-mail at reservations@sirfrancisdrake.com before Monday, November 9, 2009. Be sure to tell them you are with the "PAPOR Annual Meeting 2009" to ensure that you get the **discounted rate of \$110.00**, plus tax, for single or double occupancy (\$130.00 for triple occupancy, \$140.00 for quad rate).

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.

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

Other Resources

Here is a link to some videos of things to do and places to visit in San Francisco:
http://www.welcometosf.com/plan_your_trip/videos.asp

Indicate the dates you are going to be in town and this site will pull up a list of events that will be happening during your visit. Here is the link: http://www.welcometosf.com/calendar/listings_id.asp

2009 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.

PAPOR GROUP NOW ON



Join the PAPOR - Pacific Chapter of American Association for Public Opinion Research Group on LinkedIn to help you stay informed and keep in touch with people who share common interests.

For those currently not signed up with LinkedIn, we invite you join up by going to <http://www.linkedin.com/home>. By doing this you will be able to join the PAPOR group, along with other groups such as AAPOR and other local AAPOR chapters.

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.

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, and other activities)

Increase exposure for both companies and individuals through involvement with paper presentations, networking, attending events, and other activities.

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

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