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THE PAPORTrail

Pacific Chapter of American Association for Public Opinion Research

*Bringing together professionals
in public opinion and
survey research in the western
United States*

Fall Issue | November 2012

President's Letter



Welcome to the Fall edition of the PAPOR Trail!

As I sat down and started thinking about the PAPOR events this past summer, I realized

that I need to get the PAPOR Board to write a formal apology to our membership. Historically the summer has been a nice time to relax between the annual AAPOR conference in

May and the annual PAPOR conference in December.

With all the work the PAPOR board has put into delivering the AAPOR Recap mini-conference hosted by PPIC in June and the Data Visualization short course hosted by LMU in August it has been impossible to get a rest.

To make matters worse, a webinar option has become standard so we can't even use the excuse that we are

not in town! This has to stop! When are we going to get a break from all this learning, sharing, and networking?!

Don't worry, I will work feverishly to ensure that the December annual conference in San Francisco on December 6th and 7th will be nice and relaxing with no thought provoking material or opportunities to learn.

Sarcastically yours,
Bob Davis, PAPOR President

Annual Conference - December 6th and 7th

2012 PAPOR Conference

The 2012 Annual PAPOR Conference, will be held Thursday and Friday, December 6-7, at the Sir Francis Drake hotel in San Francisco.

Register by November 16th to receive a \$25 discount (\$170 early registration, \$195 after November 16th).

Here are some highlights:

- Two short courses: 1) Social Media Research Methods, Instructor - Reg Baker; Market Strategies International 2) Applying A Total Error Perspective to Qualitative and Quantitative Social and Marketing Research, Instructor - Paul Lavrakas, Independent Consultant and current AAPOR President.

- An exciting plenary: Polls, Posts, and Tweets: 2012 Election Polling in the Era of Social Media featuring Reg Baker, Paul Hitlin, and Mark Mellman.
- Five diverse panels covering topics like big data, smartphone surveys, and Western states in the 2012 election.

You are invited to register by clicking on the conference link on the PAPOR home page at www.papor.org or by visiting the Cvent site at www.cvent.com/d/xcqwm/4W

If you have any questions, please contact Sarah Cho, 2012 Conference Chair, at confchair@papor.org



**WELCOME
RECEPTION**

**Thursday, Dec 6, 2012
5:30pm – 6:15pm
Sir Francis Drake Hotel**

PAPOR Annual Meeting Conference Location

Sir Francis Drake Hotel

The location of the conference is unbeatable! The beautiful and historic Sir Francis Drake Hotel is located at 450 Powell Street right in the heart of Union Square shopping district, all decorated for the holiday season.

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 by Friday, November 9, 2012.

Be sure to tell them you are with the “PAPOR Annual Meeting 2012 to

ensure that you get the discounted rate of \$140.00, plus tax, for single or double occupancy. Please note that the special rate for conference attendees is only available between December 4th through December 8th.



PAPOR Announcements

Congratulations and best wishes to the following PAPOR members:

Phil Brenner on his appointment as Assistant Professor of Sociology and a Senior Research Fellow in the Center for Survey Research at the University of Massachusetts Boston. He is the current chair of the 2012 PAPOR Student Paper Competition. Phil and his committee looks forward to reading the papers submitted by undergraduate and graduate students.



Susan Pinkus, President, S. H. Pinkus Research Associates, on being elected to the 2012-2013 AAPOR Executive as Associate Conference Chair. We are very proud that Susan reactivated PAPOR in 2001 as the founding President.

Ginger Blazier, Senior VP Business Development, Directions In Research, on receiving the 2012 Marketing Research Association (MRA) Volunteer of the Year Award.

Rosanna Shih, Research Coordinator, Population Research Laboratory, University of Alberta, on her appointment as one of the 29 national/regional representatives of the World Association for Public Opinion Research (WAPOR) to promote the mission of WAPOR. The 66th Annual Conference of WAPOR will be held May 14-16, 2013 in Boston. The theme of this conference is: “Revolutions in the Measurement of

World Public Opinion”. For more information, visit www.wapor.org

Liz Hamel, Associate Director, Public Opinion and Survey Research, Kaiser Family Foundation, on the birth of Jonah Hamel Ryckebusch on August 2, 2012, 8 lb. 5 oz. and 21 inches long. The family is doing well! PAPOR is pleased that Liz is serving as AAPOR Associate Membership and Chapter Relations Chair.



PAPOR Short Courses

PAPOR is pleased to offer two short courses at the 2012 PAPOR Annual Conference. Professional Researcher Certification (PRC) Credit Approval is pending.

SHORT COURSE 1 Social Media Research Methods

**Instructor: Reg Baker,
Market Strategies International**

Thursday, December 6
8:00am-11:00am
Regular Member: \$50.00
Student Registration Fee: \$25.00

The model for social research for the better part of the last century has been one that relies heavily on designing surveys and asking questions. Over about the last five years, the emergence of Web 2.0 technologies and widespread use of social networking services has created the opportunity for a new type of research, one that is more focused on listening to people talk about issues of concern to them in natural conversation rather than drawing them into structured surveys and asking them questions.

This type of research is not likely to replace surveys any time soon, but it might yield insights that may be difficult to uncover with traditional survey methods, help to improve survey design and even provide access to people who otherwise may be difficult to reach in meaningful numbers.

This course is designed for survey researchers interested in learning more about social media research

(SMR). Its objective is to increase attendees' understanding of the potential opportunities and drawback of SMR. We will address the key issues a survey researcher faces when considering SMR, either as a complement to or a replacement for traditional research. We will discuss the different types of social media platforms (social networking sites, blogs, microblogs, online communities, etc.) and their potential use in research as well as the emerging research methods appropriate to each.



SHORT COURSE 2 Applying a Total Error Perspective to Qualitative and Quantitative Research

**Instructor: Paul Lavrakas,
Independent Consultant and
AAPOR President**

Thursday, December 6
11:15 am-1:15 pm
Regular Member: \$50.00
Student Registration Fee: \$25.00

This course will focus on the instructor's long-held belief that the Total Error (TE) perspective should be the basis from which all social, behavioral,

and marketing research practitioners and scholars conceptualize, monitor the implementation of, and interpret their research studies.

TE is a comprehensive and systematic framework that encompasses all potential forms of "error" (i.e., sources of bias and variance) that may threaten and undermine the reliability and validity of any research study, including focus groups, IDIs, observational research, content analysis, and survey research.

The instructor has been applying the TE framework essentially on a daily basis in all his work for the past 20 years since studying Groves' (1989) seminal text, *Survey Errors and Survey Costs*.

Those who attend the course will learn about the components of the TE framework and how to apply TE to a wide range of research purposes and settings. These include: (a) planning, implementing and interpreting original research studies; (b) using results from research someone else has conducted to make important decisions; (c) evaluating the credibility of research studies reported by the news media; (d) structuring legal expert reports and testimony about research studies; and (e) writing RFPs and scoring proposals that are submitted.

Despite what some appear to believe, TE is as relevant (and actionable) for qualitative researchers as it is to quantitative researchers.

**NOTE: There is a discount for
Short Course 1 & 2 Registration.
Regular Member Fee \$80.00**

PAPOR

Pacific Chapter of American Association for Public Opinion Research

PRELIMINARY SCHEDULE

As October 18, 2012

Additional speakers and panels will be added to the PAPOR website as they are confirmed.

THURSDAY, DECEMBER 6, 2012

7:30am-2:00pm	Conference Registration/Checkin
8:15am - 10:45am	Short Course 1: <i>Social Media Research Methods</i> Instructor – Reg Baker, Market Strategies International
11:15am - 1:15pm	Short Course 2: <i>Applying a Total Error Perspective to Qualitative and Quantitative Social and Marketing Research</i> Instructor - Paul Lavrakas, Independent Consultant and AAPOR President
1:15pm - 2:00pm	Lunch (on own)
2:00pm - 3:30pm	Panel 1: <i>Harnessing the Web for Survey Research</i> Current research and trends in web survey research Chair - Paul Johnson, SSI Jake Depue, Professional Data Analysts, Inc: <i>Have You Seen This Ad? Exploring Two Methodological approaches to Measuring Confirmed Awareness</i> Tom Wells, The Nielsen Company: <i>Results from Smartphone Survey Experiments</i>
4:00pm - 5:30pm	Panel 2: <i>Survey Research Trends and Techniques</i> Methodological presentations surrounding telephone data collection, data processing and presentation, conjoint, and panel conditioning Chair - Bob Davis, Davis Research Jessica Broome, Jessica Broome Research: <i>How Telephone Interviewers' Responsiveness Impacts Their Success</i> Bob Davis, Davis Research: <i>Data Presentation Fundamentals</i> Jon Sadow, Google Consumer Surveys: <i>Real-Time Insights to Keep Up With the Modern Consumer</i>
5:30pm - 6:15pm	Welcome Reception
6:15pm - 8:45pm	Dinner and Plenary <i>Polls, Posts, and Tweets: Presidential Election Polling in the Era of Social Media</i> Moderator - Reg Baker, Market Strategies International Mark Mellman, The Mellman Group Paul Hitlin, Pew Research Center's Project for Excellence in Journalism

FRIDAY, DECEMBER 7, 2012

- 7:30—10:45am **Continental Breakfast and Conference Registration**
- 8:30am - 10:00am **Panel 3: *Western States and the 2012 Election***
 PAPOR's famous election analysis at the state level from political analysts in the Western region
 Chair - Floyd Ciruli, Ciruli Associates
- 10:00am - 10:15am **AAPOR Presentation**
 Paul Lavrakas, AAPOR President
 Liz Hamel, Kaiser Family Foundation, AAPOR Membership and Chapter Relations Chair
- 10:15am - 10:45am **Poster Session and Break**
- 10:45am - 12:15pm **Panel 4: *Polling is Hard - Sensitive Topics, Hard to Reach Populations, and Difficult Issues***
 Discussion and lessons learned on surveying topics that are sensitive, hard to explain, or with hard to reach populations.
- 12:30pm - 2:00pm **Lunch and Chapter Meeting**
- 2:00pm - 3:30pm **Panel 5: *Deconstructing the 2012 Elections***
 National review of the 2012 elections
- 3:30pm - 3:45pm **New President's Address and Conference Closing**
 Mechelle Pierce, Apperson, 2013 PAPOR President-Elect

2012 PAPOR Conference Sponsors

PAPOR thanks all of the 2012 Conference sponsors to date for their generous support. Sponsors make our conference enjoyable and affordable for everyone. All sponsors are recognized in the Conference Program, PAPOR website www.papor.org and *PAPOR Trail* newsletter. For more information about sponsorship opportunities for this year's conference, please contact Mechelle Pierce at vpres@papor.org



2012 PAPOR Conference Sponsorship Levels

PAPOR's Annual Meeting Seeks Sponsorship Support

Sponsors make our conference enjoyable and affordable for everyone. All sponsors are recognized on the PAPOR website www.papor.org and in the newsletter *PAPOR Trail*. Below are the sponsorship levels with the benefits associated with each level.

EXECUTIVE Level

Student Paper Competition Sponsor – \$3,000

- Company name, directory listing, and logo in the conference program
- Company representative will make presentation to the winner at the PAPOR Conference
- Recognition and personal introduction by the Conference Chair or President from the podium
- 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 2013, the sponsor will be mentioned.
- Two complimentary conference registrations

Exclusive Thursday Dinner Sponsor – \$2,000

- 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
- Two complimentary conference registrations

PLATINUM Level – \$1,500 – Exclusively Sponsor Friday Lunch and Chapter Meeting

- Company name, directory listing, and logo in the conference program
- Recognition and personal introduction by the Conference Chair or President from the podium
- Priority 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

DIAMOND Level – \$1,000 – Co-Sponsor a Meal, Exclusively Sponsor a Break, or a Short Course *Wine with Dinner | Cocktail Reception after Dinner*

- 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
- One complimentary conference registration

GOLD Level – \$500 – Sponsor a Designated Break or Poster Session

- 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

SILVER Level – \$250 – Co-Sponsor a Designated Break

- 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

For more information, please contact Mechelle Pierce, Vice-President at vpres@papor.org

Call for Participation for 2013 AAPOR Conference

The American Association for Public Opinion Research (AAPOR) will hold its 68th Annual Conference at the Seaport Boston Hotel & Seaport World Trade Center, Boston, Massachusetts on May 16-19, 2013. Don't miss this opportunity to participate in the premier gathering of survey and public opinion researchers.

The AAPOR Conference Committee seeks the following proposals:

- Formal papers
- Methodological briefs
- Panel sessions
- Poster presentations
- Demonstrations

Proposals should:

- Address important research questions
- Increase the knowledge and skills of AAPOR's members



- Promote the development of our profession

Proposals on any topic in public opinion and survey research are welcome for consideration. We are particularly interested in proposals related to our conference theme, *"Asking Critical Questions: Toward a Sustainable Future for Public Opinion and Social Research."*

Abstract submissions for the 2013 Annual Conference are now being

accepted. The submission **deadline is November 12 at 11:59 p.m. EST.**

For full submission details and a list of areas and issues of special interest, visit **www.aapor.org**

Contact:

Paul Beatty, 2013 Conference Chair
pbb5@cdc.gov

AAPOR Webinar

Leveraging New Technologies: What We Know So Far

Michael W. Link, PhD
Wednesday, December 5, 2012

Webinar Time: 12:00 - 1:30 p.m.
CST (10:00 a.m.-11:30 a.m. PST)

Fees for Live Webinar Only:

AAPOR Members	\$59
Non Members	\$79
Student Members	\$15
Student Non-Members	\$20

To register online and/or view other fee options, visit:

<http://www.aapor.org/source/education/>

This course examines some of the research findings to date with respect to the use of mobile and social media platforms as vehicles for collecting information on attitudes, opinions and behaviors. For each area, we will explore current applications, known best practices, and cautions, including smartphones (for surveys, GPS, and visual data collection) and social network platforms (surveys and other forms of information). Examples will be provided from several topic areas, including assessment of political attitudes, health-related studies, and consumer research. The final section of the course delineates some of the more fruitful areas for on-going research to improve our understanding of these technologies

and the role they can play in assessing public opinion.



About the Instructor:

Michael W. Link, PhD, is chief methodologist and senior vice president at The Nielsen Company, directing the activities of the Nielsen Measurement Institute. His numerous research articles have appeared in leading scientific journals, such as *Public Opinion Quarterly*, *International Journal of Public Opinion Research*, and *Journal of Official Statistics*.

Post-AAPOR Mini Conference

PAPOR hosted its fourth annual AAPOR recap conference on June 22, 2012. The mini conference was held this year in downtown San Francisco at the Public Policy Institute of California's Bechtel Conference Center. To accommodate more people, the conference was also offered as a webinar for the first time and several people were able to remotely "attend" this way. Through the webinar, Paul Johnson (PAPOR Treasurer) was also able to present findings remotely from Utah! In total, 27 people attended the mini conference.

Because not everyone can attend the annual AAPOR conference held each May, the mini-conference began in 2009 as a way to summarize some of the key methodological and public opinion findings presented at AAPOR. The annual AAPOR conference was held in Orlando this year and several PAPOR members attended short-courses, sessions, and poster sessions, and were able to compile summaries of some of the more interesting and noteworthy research findings to share with PAPOR members.

This year's mini conference, moderated by PAPOR President Bob Davis, featured eight sessions

(including three mini-panels) on methodological topics such as address-based sampling, questionnaire design, dual-frame surveys, and mixed-mode and alternative-mode surveys, and on public opinion research on health care, elections, and public policy.

The award for compiling and succinctly presenting information about numerous topics goes to Benjamin Messer (PAPOR councilor-at-large, student liaison), who spoke in three different sessions about address-based sampling, mixed-mode methodologies, Internet surveys, and improving response rates. Thank you, Benn!

We were also delighted to have a presentation by Su Li, a statistical consultant at the UC Berkeley School of Law, on questionnaire design. Liz Hamel, AAPOR Membership and Chapter Relations Chair, provided information about AAPOR news and events: an update on the transparency initiative, the launch of webinars in 2011, a new journal, and new task forces on non-probability sampling and survey refusal.

Thank you to our speakers: Sarah Cho, Liz Hamel, Paul Johnson, Su Li, Benjamin Messer, Sonja Petek, and



Mechelle Pierce. Their presentations can be found on the PAPOR website. PAPOR will continue the mini conference tradition in 2013 after the AAPOR conference in Boston.

Topics of the June 2012 Mini Conference:

- Address-based Sampling
- Questionnaire Design
- Sampling and Weighting Dual Frame Cell/Landline Surveys
- AAPOR Update
- Mixed-mode Surveys
- Internet Surveys
- Internet Panels, Twitter, and Crowdsourcing
- Mode Effects in Surveys in Virtual Worlds
- Health Care
- 2008 Presidential Elections
- Polling on Elections, Trust, Media Effects
- Improving Response Rates

Sonja Petek, Chair, Mini Conference, and Survey Project Manager
Public Policy Institute of California



PAPOR Short Course: Telling a Better Story with Your Data

PAPOR hosted their second annual Short Course on August 8 at Loyola Marymount University. The topic of the day was Data Visualization and Information Graphics.

The course included 30 live attendees and 60 attendees via webinar. The training started out with a presentation from data storytelling speaker Cole Nussbaumer on tips for how to make charts and graphs much more meaningful. Quick takeaways include don't use 3D charts to represent 2D data, think twice before using a pie chart, and think about additional elements such as color and boxes to highlight the story you want to tell.

Our second speaker presented remotely from New York. Matt Ericson Deputy Graphics Editor from the New York Times wowed the audience with the visualizations possible when you have a talented team of professionals focused on coming up with interactive and instructive ways to tell your story. Matt's presentation featured impressive examples of how audio, video, and maps can drive home your point even more creatively than traditional methods. I particularly enjoyed the pieces of the presentation that focused on the Olympics.

Our final speaker, infographics professional Brian Cragin provided a practical framework for designing information graphics, with particular attention on the mission statement and the outline of the presentation.

We look forward to another instructive and thought provoking short course next August. Thanks to our

Gold Sponsors **The Leavey Center for the Study of Los Angeles** (www.lmu.edu/csla) and **Davis Research** (www.davisresearch.com) for making this possible.

Bob Davis
2012 PAPOR President

Presenter websites:

Cole Nussbaumer
www.storytellingwithdata.com
Follow on Twitter @storywithdata

Matthew Ericson
www.ericson.net
Follow on Twitter @mericson

Brian Cragin
www.cragindesign.com

Links to resources and Quick Reference Guides to the Short Course presentations are available at the PAPOR webpage:

<http://www.papor.org/shortcourse.html>



Cole Nussbaumer presents practical tips on presenting data more effectively at PAPOR Short Course

Membership Report

Current PAPOR Membership

As of October 15, 2012, we have 208 PAPOR members paid through December 31, 2012. As of the Spring 2011 Newsletter, PAPOR membership stood at 155 and at the end of 2011, it stood at 205.

Membership by Region

In total, six in ten (59%) members live or work in California. Two in ten (18%) are in other western states (Mountain and Pacific Northwest), while 18 percent come from states outside of PAPOR. Five percent are internationally-based.

California	123	59%
Mountain states (AZ, CO, ID, NM, NV, UT, WY)	27	13%

Pacific Northwest states (OR, WA)	11	5%
US States Outside PAPOR	38	18%
Canada (BC, AB)	6	3%
England	2	1%
Australia	1	<1%
Unknown	1	<1%

Membership by industry

Both new members are in Academia, bringing little change to the industry make-up of our membership. Three in ten (31%) members come from the for-profit world, and one-quarter (26%) are in academics, so that the majority of members represent these two industries. Membership is proportionally similar in the non-profit industry

(7%) and government industry (6%). We do not have industry information for one-quarter (24%) of our members.

For profit	64	31%
Academia/student	54	26%
Non-profit	15	7%
Government	13	6%
Retired	2	1%
Other	9	4%
Unknown	51	24%

AAPOR Membership

Nearly seven in ten (69%) PAPOR members are also current AAPOR members. Thirty-one percent (31%) of PAPOR members are not current AAPOR members.

Membership Fees

PAPOR membership is open to public opinion researchers in the Western region, including members of AAPOR.

Annual membership fee is \$20 for regular members and \$12 for students at the undergraduate and graduate levels.

There are several ways to join PAPOR:

You may join at any time by submitting the online membership form and paying your dues.

You may join or renew PAPOR when you join or renew your national AAPOR membership, by choosing to pay your chapter membership dues at that time.

You may also join or renew your membership during registration for the annual PAPOR Conference.

Non-members pay a one-time discount rate of \$30 for joint 2012/2013 membership, during conference registration.

Membership benefits are listed on the last page of this newsletter. If you have any questions about membership, please contact Corinne Hoag, Membership Chair, at membership@papor.org



Thanks to Corinne for emailing information about conferences, webinars and other events to our members throughout the year!

2012 AAPOR Conference

JW Marriott Orlando Grande Lakes, May 17-20, 2012

AAPOR's 67th Annual Conference attracted 1,026 attendees, the highest attendance for a year without a joint WAPOR conference and the second highest attendance for an AAPOR conference ever. Conference Chair Dan Merkle reported in *AAPOR News* (June 2012) that the program featured more than 90 sessions and panels involving over 500 papers, methodological briefs, demonstrations and poster presentations. The conference also featured six short courses for those interested in more indepth methodological training.

A number of the sessions focused on the 2012 conference theme "Evaluating New Frontiers in Public Opinion and Social Research" including interactive and gaming techniques to improve surveys, advances

in web surveys, innovations in the use of smart phones and other mobile devices in survey research, and using social media to measure public opinion and behavior. During the conference, @AAPOR tweeted "Great to see so much live tweeting of #AAPOR sessions - already seems like big jump in activity over last year."

PAPOR was very proud to contribute to the tradition of AAPOR as a "meeting place" when a strong delegation of our Executive Council and members participated in the New Member and All Chapter Reception and volunteer activities. PAPOR offered promotional sunscreen on a carabiner to table visitors and raffled the world-famous Cougar Gold cheese produced from Washington State University.



2012-2013 President Paul Lavrakas (right) received gavel from outgoing president Scott Keeter (left) at AAPOR Business Meeting

To download proceedings from the 2012 Annual Conference at the AAPOR website www.aapor.org members must login with the password provided by AAPOR Headquarters.

Mark your calendars and plan to attend the 68th Annual Conference to be held May 16-19, 2013 in Boston, Massachusetts.



(left to right) PAPOR Executive members Paul Johnson, Donna Fong, Benn Messer, Mechelle Pierce, Bob Davis and Sonja Petek, at AAPOR New Member and All Chapter Reception, Orlando, Florida, May 17, 2012

Photo Credit: Barbara Simon, PAPOR Member

2012 AAPOR Conference JW Marriott Orlando Grande Lakes, May 17-20, 2012



2012 PAPOR Executive Council



President - Bob Davis
Davis Research
pres@papor.org



Vice President /President Elect - Mechelle Pierce
Apperson, Inc.
vpres@papor.org



Secretary - Vacant as of August 16, 2012



Treasurer - E. Paul Johnson
SSI
treasurer @papor.org



Conference Chair - Sarah Cho
Henry J. Kasier Family Foundation
confchair@papor.org



Associate Conference Chair - Sonja Petek
Public Policy Institute of California
confassoc@papor.org



Membership Chair - Corinne Hoag
Goodwin Simon Strategic Research
membership@papor.org



Student Paper Competition Chair - Phil Brenner
University of Massachusetts
studentpaper@papor.org



Councilor-at-Large - John Fogli
Sentenium, Inc.
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Councilor-at-Large - Anthony Salvanto
CBS News, Survey and Election Unit
atlarge3@papor.org



Councilor-at-Large - Benn Messer
Washington State University
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Councilor-at-Large - Brianne Gilbert
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Councilor-at-Large - Donna Fong
Population Research Laboratory, University of Alberta
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Councilor-at-Large - Sam Luks
YouGov
atlarge2@papor.org



Past President - Paul T. Melevin
Employment Development Department
pastpres@papor.org

Join PAPOR

Benefits of PAPOR Membership

By becoming a member of PAPOR, you will receive many benefits:

- Enhance skills by interaction with top research professionals
- Exchange ideas and knowledge in areas of public opinion research specific to your interest and your clients
- Keep up-to-date on the legislation affecting our industry
- Increase exposure for both company and individuals through association involvement
 - Seminars
 - Conferences
 - Paper presentations
 - Networking
- An opportunity for up-and-coming scholars to showcase their work in our annual student paper competition
- 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.

PAPOR 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.

Deadline for Winter Issue: November 16, 2012
email Donna Fong, Editor, at atlarge1@papor.org