



**President's Message**  
*Mechelle Pierce*

Entering into my position as President has proven to be exciting and inspirational. I spent a good deal of time thinking about what I could bring to PAPOR during my tenure. My primary goal is to help put in place succession planning with a strong emphasis on knowledge transfer. Each of our board members has begun to document all of the duties, tasks and responsibilities they possess in their current position.

By doing this, it will allow us to set expectations for future volunteers and assist in the transition process.

In addition, so much of our history is lost in emails – which is pretty typical with all volunteer organizations. We plan to take advantage of technology and set up a cloud account where we will archive all of our important documents. This will allow future board members to easily access information and/or just see where we were 10 years ago. So logically in 2023, “Joe President” will be able to access this newsletter to see what was going on in 2013.

We closed the annual meeting in 2012 communicating that this was the last year our conference would be held at the Sir Francis Drake hotel. The SFD was not able to renew our contract which forced us

to put out a request for quotation. After a lot of exploration, negotiation, and deliberation the Board selected the Marines Memorial Club (MMC) for the annual conference in 2013. The hotel was built in 1926 and was later purchased by a group of U.S. Marines as a living memorial to Marine casualties of WWII's Pacific Theater. It is now run by a non-profit and serves as a private social club for veterans. It features a museum, memorial, library, and theater (which back in the day hosted the likes of Bob Hope and Frank Sinatra and was the first home of ACT). The hotel is about a block away from the

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## AAPOR 68<sup>th</sup> Annual Conference

**Asking Critical Questions: Toward a Sustainable Future for Public Opinion and Social Research**

May 16-19, 2013  
Seaport Boston Hotel &  
Seaport World Trade Center  
Boston, Massachusetts

### AAPOR New Member & All-Chapter Reception

Thursday, May 16  
6:00 pm - 7:00 pm

Plaza Ballroom, Seaport Boston Hotel

Join friends from AAPOR regional chapters and first-time attendees to network before the Dinner and Plenary Session. Stop by the PAPOR Chapter table to learn about our annual conference in San Francisco, December 12-13, 2013, and to enter our raffle to win a fabulous prize!

## Connections

The members of the 2013 Executive Council of PAPOR were elected at the December 2012 Annual General Meeting in San Francisco (see Page 2 for contacts). We are busy planning for the PAPOR Mini-Conference in San Francisco, June 28, 2013, and LA Area Short Course in Los Angeles (TBD). Watch for updates soon at the PAPOR website. Join our group on LinkedIn. Start and contribute to the discussions. This is a great way to stay connected with others and see those who share common interests.

www.papor.org



## Conference App

RTI International has developed an app for the 2013 AAPOR Conference with program information and a scheduling tool. Browse maps, Tweet about the conference @AAPOR (use the hashtag #AAPOR) and more. The app is available as a free download for the iPhone/iPad (Apple App Store) and Android devices (Google Play).

## 2013 PAPOR Executive Council



**President - Mechelle Pierce**  
Apperson  
pres@papor.org



**Vice-President / President Elect – Sarah Cho**  
Henry J. Kaiser Family Foundation  
vicepres@papor.org



**Secretary / Newsletter Editor – Donna Fong**  
Population Research Laboratory, University of Alberta  
secretary@papor.org



**Treasurer – E. Paul Johnson**  
SSI  
treasurer@papor.org



**Conference Chair – Sonja Petek**  
Public Policy Institute of California  
confchair@papor.org



**Conference Associate Chair – Jui Shrestha**  
Public Policy Institute of California  
confassoc@papor.org



**Membership Chair – Brianne Gilbert**  
Loyola Marymount University  
membership@papor.org



**Student Paper Competition – Benn Messer**  
Research into Action  
studentpaper@papor.org



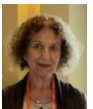
**Webmaster – John Fogli**  
Sentenium, Inc.  
webmaster@papor.org



**Councilor-at-Large – Anthony Salvanto**  
CBS News, Survey and Election Unit  
atlarge1@papor.org



**Councilor-at-Large – Samantha Luks**  
YouGov  
atlarge2@papor.org



**Councilor-at-Large – Barbara Simons**  
U.S. Department of Veteran Affairs  
atlarge3@papor.org



**Councilor-at-Large – Kyle Dropp**  
Stanford University  
atlarge4@papor.org



**Councilor-at-Large – Jessica Hayes**  
Survey Research Group  
atlarge5@papor.org



**Immediate Past President – Bob Davis**  
Davis Research  
pastpres@papor.org

### *President's Message continued*

SFD hotel so happily we were able to keep the conference in the heart of San Francisco.

I would like to extend a special thanks to both Sonja Petek and Paul Melevin for their efforts through this thorough and exhausting search process.

We believe the location, guest room rates, amenities, meeting room space, and food and beverage prices will meet our needs and budget. Please check it out <http://www.marineclub.com/> We are all very excited about the new location!

I look forward to seeing you at the AAPOR conference in Boston or at the conference recap in June at the Public Policy Institute of California.

## Benefits of PAPOR Membership

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

- ❖ 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 show-case their work in our annual student paper competition
- ❖ Receive *The PAPOR Trail* - our Chapter newsletter.

As of April 15, 2013, PAPOR has 121 members paid through December 31, 2013.

If you have any questions or would like more information, please contact Brianne Gilbert, Membership Chair, at [membership@papor.org](mailto:membership@papor.org)



### A Letter to Sponsors

Bob Davis  
Immediate Past President

In planning for our 2013 PAPOR year, I realized that if PAPOR were able to write a letter, the first letter it would write would be:

*Dear Sponsors of PAPOR,*

*Thank you, thank you, thank you!  
Without you, our chapter would not exist. We appreciate the support that you provide.*

*Sincerely,  
The members of PAPOR*

Amazingly in the 5 years I've been a member of the Executive Council of PAPOR, I never got a chance to write that letter.

What a difference our sponsors have made to our organization! Quite frankly, without their support we wouldn't be able to have the amazing annual events at affordable prices that we all appreciate. Please take a moment now to review the list of sponsors (on the back of this newsletter) who have generously given to PAPOR over the years and thank them for helping to make PAPOR the organization it is today.

In an effort to better communicate how much we appreciate our sponsors, PAPOR has changed our sponsorship process and benefits. Historically we have asked people and organizations to sponsor events individually. **We have now moved to soliciting sponsorships for the entire PAPOR year.**

This new approach gives our sponsors and donors year long visibility at the national AAPOR conference, the AAPOR Recap Mini-Conference, the Los Angeles

Area Short Course, and our annual PAPOR conference in December in San Francisco. In addition to increased recognition at events, sponsors are listed on our website, in each issue of *The PAPOR Trail*, and at the higher levels of support have space reserved for advertising in our printed materials. With corporate sponsorship opportunities starting at \$50, sponsorship is not just for the rich and famous. Watch for more information on sponsorship levels on our website soon.

In addition to corporate sponsorships, PAPOR has introduced the 'Friend of PAPOR' designation for any individual who would like to donate \$30 or more to the organization. PAPOR is a member-driven and member-focused organization. Any contribution makes a difference and is appreciated. Your name will be listed on our Friends of PAPOR materials.

I said it above, but it is worth saying again. Thank you sponsors for your generous contribution to our organization over these years.

### STUDENT PAPER COMPETITION

PAPOR's 2013 Student Paper Competition will open in late August (due October 15). Submissions should be related to survey methods, public opinion, and/or market research, and be authored by graduate or undergraduate students currently attending colleges and universities in PAPOR's geographic region. Entries should not exceed 30 pages total. Entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership.

First prize: Cash award of \$250, up to \$250 in travel expenses to the PAPOR Annual Conference in San Francisco, an honorary one-year

one year membership to PAPOR, and a spot on the conference program.

2<sup>nd</sup> prize: Honorary one-year membership to PAPOR and a spot on the conference program.

For more information, please contact Benn Messer, Student Paper Competition Chair at [studentpaper@papor.org](mailto:studentpaper@papor.org)

### Annual Conference Presentations

Many thanks to the presenters at the 2012 PAPOR Annual Conference in San Francisco! Presentations are available for downloading from the PAPOR website  
<http://www.papor.org/confpresos.html>

- Major AAPOR Initiatives - Lavrakas
- Why You Should Join AAPOR - Hamel
- Google Consumer Surveys 2012 Election Insights - McDonald
- Impact of Debates on Undecided Voters - Cobb
- Myths of Polling - Rivers
- Election 2012, Twitter and Public Sentiment - Hitlin
- Total Error - Lavrakas
- Big Data 101 - Lipcon
- Data Presentation Fundamentals - Davis
- Discrete Choice Methodology - Johnson
- Intro Speech of Interviewers - Broome
- Respondent-First Online Research - Sadow
- Smartphone Surveys - Wells
- CA Ballot Initiatives - DiCamillo
- CA Election Reforms - McGhee
- Challenges for Election Polling - Lavrakas
- CO The Toss-Up State - Ciruli

## Directory of Past PAPOR Sponsors

Company		Contact	email	Website
	Apperson	Mechelle Pierce	mechelle.pierce@apperson.com	www.apperson.com
	Authentic Response (now Critical Mix)	Jens Erickson	jerickson@criticalmix.com	www.criticalmix.com
	CfMc	Marc Moran	marc@cfmc.com	www.cfmc.com
	Ciruli & Associates	Floyd Ciruli	fcirculi@aol.com	www.ciruli.com
	Davis Research	Bob Davis	bob@davisresearch.com	www.davisresearch.com
	Directions in Research	Ginger Blazier	gblazier@diresearch.com	www.diresearch.com
	Elway Research	Stuart Elway	hstuart@elwayresearch.com	www.elwayresearch.com
	Field Research	Mark DiCamillo	markd@field.com	www.field.com
	GfK	Erica Demme	us@gfk.com	www.gfk.com/us
	Goodwin Simon Strategic Research	Amy Simon	amys@goodwinsimon.com	www.goodwinsimon.com
	Google	Neil Santiago	--	www.google.com
	ISA	Francine Cafarchia	fcafarchia@isacorp.com	www.isacorp.com
	Loyola Marymount University	Brianne Gilbert	csia@lmu.edu	www.lmu.edu/csia
	Marketing Systems Group	Ashley Hyon	ahyon@m-s-g.com	www.m-s-g.com
	Research Now	Tobin Bailey	tbailey@researchnow-usa.com	www.researchnow-usa.com
	SSI	Trish Daly	Trish.Daley@SurveySamplig.com	www.SurveySampling.com
	STS	Angelique Uglow	info@stssamples.com	www.stssamples.com
	Trotta Associates	Carey Ragni	carey@trotta.net	www.trotta.net