

## President's Letter



Hello PAPORites,  
welcome to the first  
edition of the *PAPOR  
Trail* in 2014! We're  
looking forward to an  
exciting year for PA-

PAPOR which starts off right in our back-  
yard on May 15-18 at the 69<sup>th</sup> Annual  
AAPOR conference at the home of  
Mickey Mouse: Anaheim. AAPOR  
Conference attendees, make sure to  
drop by the PAPOR table at the New  
Member and All Chapter Reception on  
the evening of May 15<sup>th</sup> and say hi.

Hot on the heels of the AAPOR con-  
ference will be the annual PAPOR  
mini-conference, where we will recap  
the latest research presented at the  
national conference for folks who  
couldn't attend. The mini-conference  
will take place on Friday, June 13<sup>th</sup>  
at the Bechtel Conference Center at the  
Public Policy Institute of California  
(PPIC) in San Francisco. Thanks again  
to PPIC for opening up their beautiful  
facility to PAPOR. If you'd like to  
volunteer to recap some AAPOR  
presentations, please email Melinda  
Jackson at [atlarge5@papor.org](mailto:atlarge5@papor.org).

Following our mini-conference, PA-  
PAPOR will be back in SoCal for our  
annual short course at Loyola Mary-  
mount University in Los Angeles.  
Keep an eye on your email for updates  
on the date and topic of the short  
course. And finally, after a successful  
2013 PAPOR conference and positive  
reviews about the new conference  
venue I'm happy to report that we'll  
once again host our annual conference  
at the historic Marines Memorial Club  
& Hotel in San Francisco, so make  
sure to mark your calendars as busy  
on December 11<sup>th</sup> and 12<sup>th</sup>.

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## 69th Annual AAPOR Conference

### Measurement and the Role of Public Opinion in a Democracy

[www.papor.org](http://www.papor.org)



#### AAPOR New Member & All-Chapter Reception

Thursday, May 15, 5:45 p.m.-7:00 p.m.  
Platinum 5, Anaheim Marriott

Join colleagues from AAPOR chapters and  
first-time attendees to network before the  
Dinner and Plenary. Visit the PAPOR Chapter  
table to pick up information and a free give-  
away. Don't forget to enter our raffle draw  
for a gift basket of Oregon products.

Thanks to RTI International for developing  
and sponsoring the "AAPOR 2014" app, avail-  
able at the Apple and Android stores, to  
browse information and create your own  
schedule using the star button. Tweet about  
the conference using #AAPOR!



Measurement  
and the Role of  
Public Opinion  
in a Democracy

69th Annual  
Conference

May 15 – 18, 2014 Anaheim Marriott • Anaheim, CA

[www.aapor.org](http://www.aapor.org) #AAPOR

## President's Message

As President, my goal for 2014 is to increase student engagement within PAPOR. So students, listen up: become a member for deeply discounted registration fees and enter into the annual Student Paper Competition. Plus, for those of you who are new members, your first year is free! Stay tuned for more updates on this front.

Lastly, I'd like to thank the 2013 PAPOR Executive Council for a great

year with special kudos to Mechelle Pierce for her dedicated leadership and Sonja Petek for organizing an amazing conference. I'd also like to introduce some new faces to the Council. Jill Bruins, Bianca DiJulio, Brian Fowler, Melinda Jackson, and David Vannette have all hit the ground running so some of you may have already either heard from them or seen their work in action. Please

feel free to reach out to them or anyone else on council to say thanks or ask questions at AAPOR and PAPOR events.

Cheers to another great year!

Sarah Cho, President  
2014 PAPOR Executive Council

## 2013 PAPOR Conference Highlights Now Online

PAPOR held a very successful annual conference at the historic Marines Memorial Club & Hotel, December 12-13, 2013, in San Francisco, featuring a dinner and plenary session, stimulating panel and poster presentations, and great food and conversations. Thanks again to the 2013 conference sponsors for their generous support!

The insightful plenary on *Privacy, Confidentiality and the Use of Data* featured **Lee Rainie** of the Pew Research Center's Internet & American Life Project and **Virginia Stodden** of Columbia University, Department of Statistics. The Plenary was facilitated by **Mollyann Brodie** of Public Opinion and Survey Research, Henry K. Kaiser Family Foundation.

For those of you who were unable to attend the 2013 PAPOR conference, check our website [www.papor.org](http://www.papor.org)



download the following presentations:

*Big Data and Data Science 101* - Todd Lipcon, Cloudera

*Big Data Will Kill Survey Research-Truth or Myth* - Shankar Sahai, StrongView

*The Multi-level, Multi-source (ML-MS) Approach to Improving Data Quality in Surveys* - Tom W. Smith, NORC at the University of Chicago

*California Voter Views of the Affordable Care Act and its Implementation* - Mark DiCamillo, Field Research Corporation

*California's Uninsured and Affordable Care Act* - Liz Hamel, Henry J. Kaiser Family Foundation

*Modelling Turnout - Projecting Turnout* - Paul Mitchell, Political Data, Inc.

*Predicting the Unpredictable in Unprecedented/Special Elections* - Ben Tulchin, Tulchin Research

*Evaluating the Accuracy of Surveywall Survey Responses* - Tom Wells, Nielsen

*How does the Online Survey Mode Affect a Customer Feedback Loyalty Survey* - Aarti Gupta, Bain & Company Inc.

*Material Welfare and Changing Political Preferences: The Case of Support for Redistributive Social Policies*  
2013 PAPOR Student Paper Competition  
1st Place Winner

Author: Lindsay A. Owens, Stanford University, Department of Sociology  
Co-author: David S. Pedulla, Princeton University

Short Course: *Achieving Synergy Across Survey Modes: Mail Contact with Web Response from Address-Based Samples* - Don Dillman, Washington State University, Social and Economic Research Center

Watch for forthcoming announcements from Benjamin Messer, Conference Chair about the 2014 PAPOR Conference, December 11 & 12, in San Francisco. We hope to see you this year!



## PAPOR Mini-Conference

Registration is open for PAPOR's Mini-Conference in San Francisco! Visit our homepage to register.

**June 13, 2014**

**9:30 am-3:30 pm**

**Public Policy Institute of California  
500 Washington Street, Suite 600  
San Francisco, CA**

Each year, PAPOR hosts a mini-conference to recap key findings from the annual AAPOR conference. It serves to inform those who were unable to attend the national conference about some of the more interesting methodological and public opinion research findings presented at AAPOR. Those who attended the national conference are encouraged to volunteer to present summaries of findings at the mini-conference, or to simply attend the mini-conference to hear about sessions they missed at the national conference.

It will be held at the Public Policy Institute of California in San Francisco and will also be offered as a webinar. The day will feature presentations on the following topics: Evaluating and Improving Quality of Measurement, Sample Disposition and the AAPOR Transparency Initiative, Innovations in Survey Methodology, Online/Mobile Sampling, IRB issues.

For more info, please contact Melinda Jackson, Councilor-at-Large (Mini-Conference) at [atlarge5@papor.org](mailto:atlarge5@papor.org) or phone 408-924-5293.

## Sponsorships

Under the leadership of Bob Davis and Barbara Simons of last year's Executive Council, PAPOR began to focus on expressing thanks and delivering greater value to our sponsors.

Effective in the spring of 2013, the PAPOR sponsorship policy is to solicit funding for an entire year, not a particular event. This gives year-long visibility to our sponsors in the newsletter, *The PAPOR Trail*, and at every event.

If you would like to become a sponsor, please contact Barbara Simons, Councilor-at-Large (Sponsorship) at [atlarge3@papor.org](mailto:atlarge3@papor.org)

## 2014 PAPOR Student Paper Competition

Students (and their faculty) are encouraged to submit papers for the annual Student Paper Competition. The deadline for submissions is October 15, 2014. The window for submissions will open in late August.

Papers related to survey, public opinion, or market research are welcomed. Eligible papers will be authored by graduate or undergraduate students, currently attending colleges and universities in PAPOR's geographic region. The entries will be judged by a panel of survey and public opinion researchers selected from PAPOR's membership.

The winner will receive:

- A cash award of \$250
- Up to \$250 in travel expenses to the PAPOR Annual Conference in San Francisco, CA
- Honorary one-year membership to PAPOR
- A spot on the conference program

The second place winner will receive:

- Honorary one-year membership to PAPOR
- A spot on the conference program

To learn more about the student paper competition and its benefits, visit the PAPOR website, or email Jessica Gollaher, Student Competition Chair, at [StudentPaper@papor.org](mailto:StudentPaper@papor.org).

## Announcements

PAPOR extends congratulations and best wishes to:

- The new 2014-2015 AAPOR Executive Council. Terms begin at the 69th Annual AAPOR Conference in Anaheim.

### **Mollyann Brodie**

Vice President/President-Elect

### **Dan Merkle**

Associate Secretary-Treasurer

### **Ron Langley**

Associate Standards Committee Chair

### **David Dutwin**

Associate Conference Chair

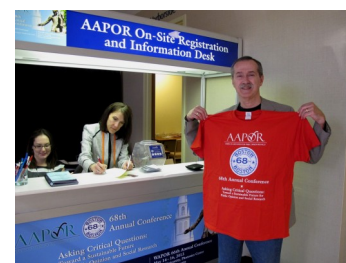
### **Jordon Peugh**

Associate Communications Committee Chair

**Kristen Olson**, Associate Membership and Chapter Relations Chair

**Joe Lenski**, Councilor-at-Large

- **Paul Lavrakas**, Past President, AAPOR, and PAPOR member, on his new appointment as Senior Fellow with NORC of University of Chicago.



- **Jill Bruins**, Secretary, PAPOR Executive Council, on her marriage to Clay Johnsen, on March 21, 2014, in Redlands, CA.



## 2014 PAPOR Executive Council



**President - Sarah Cho**

SurveyMonkey  
pres@papor.org



**Vice President /President Elect - Sonja Petek**

Public Policy Institute of California  
vpres@papor.org



**Secretary - Jill Bruins**

Bruins Analysis and Consulting  
secretary@papor.org



**Treasurer - E. Paul Johnson**

SSI  
treasurer@papor.org



**Conference Chair - Benjamin Messer**

Research into Action  
confchair@papor.org



**Associate Conference Chair - Jui Shrestha**

Public Policy Institute of California  
confassoc@papor.org



**Membership Chair - Bianca DiJulio**

Henry J. Kaiser Family Foundation  
membership@papor.org



**Student Paper Competition Chair - Jessica Gollaher**

Public Health Institute's Survey Research Group  
StudentPaper@papor.org



**Councilor-at-Large & Webmaster - Brian Fowler**

CfMC  
webmaster@papor.org



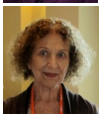
**Councilor-at-Large (Short Course) - Brianne Gilbert**

Center for the Study of Los Angeles  
atlarge1@papor.org



**Councilor-at-Large (Newsletter) - Donna Fong**

University of Alberta, Population Research Laboratory  
atlarge2@papor.org



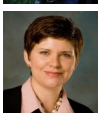
**Councilor-at-Large (Sponsorship) - Barbara Simon**

U.S. Department of Veteran Affairs  
atlarge3@papor.org



**Councilor-at-Large - David Vannette**

Stanford University  
atlarge4@papor.org



**Councilor-at-Large (Mini Conference) - Melinda Jackson**

San Jose University, Department of Political Science  
atlarge5@papor.org



**Past President - Mechelle Pierce**

Apperson Digital Technology Services  
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 *The 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.

As of April 2014, PAPOR has 146 members paid through December 31, 2014. The majority of our members represent Pacific Coast and Rocky Mountain states. In addition, we have members from states outside of the PAPOR region, non-continental U.S., and Canada.

## 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 Summer Issue: July 15, 2014**

**Email Donna Fong, Editor, atlarge2@papor.org**