

A large, red, steel suspension bridge tower dominates the left side of the image, extending from the bottom to the top. The bridge's cables are visible, and another tower is seen in the distance on the right. The background is a clear blue sky.

ELECTION CENTER

*30th Annual  
National Conference*

*August 19-23, 2014*

*Hyatt Regency Embarcadero Hotel  
San Francisco, California*

# **THE ELECTION CENTER**

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Albany, New York

## A Message from R. Doug Lewis, Executive Director

**SF** One destination that consistently tops all surveys of travelers is the unique and enticing city by the bay, San Francisco, CA. For those who 'have left their heart in SF' to the newcomers who have never seen it, this city is a remarkable and memorable part of the American landscape.

Scenic beauty beyond belief, and culturally rich with diversity found in few cities anywhere, San Francisco is a blending of worldwide heritages (Spanish, Chinese, Irish, Russian, Italian, South American, native Americans, and western European immigrants). On a narrow strip of land in the bay it is one of the smallest geographic areas for a major city in America, with a population of 750,000 and a metro area population seven million.

Famous landmarks include the Golden Gate Bridge and the highest bridge towers ever made; the infamous Alcatraz prison (with famous residents Al Capone and the Birdman of Alcatraz); Coit Tower with its stunning view of the city; Nob Hill; and Golden Gate Park with its flower gardens; the Palace of Fine Arts which resembles a Roman ruin, or Fort Mason Center with its cultural activities. And restaurants with such mouth watering food that you will remember them for decades. And the romance of the cable cars. Nearby is the famous Muir Woods with its 3,000 year old trees in a protected preserve.

**C**onference attendees will also get what has been termed "the best value in elections or voter registration conferences." The hallmark of Election Center National Conferences is that you get the most substantive elections programs offered to the profession. Preceding the conference will be four of our Professional Education Courses including two core and two renewal courses (you can only take one since they run concurrently). During the conference you will get to hear the latest in legislation, court cases, current issues, and trends in elections and voter registration; our successful Professional Practices Papers presentations where you get to see really innovative programs offered by your colleagues in other jurisdictions; and the awards luncheon recognizing the accomplishments of your peers and those who serve our profession. And at the end of the formal program we offer a low cost optional tour on Saturday.

**O**ur hotel is an incredible value. You would have to spend substantially more than the rate than we have secured for you to stay at the Hyatt Regency Embarcadero. You must act fast on this hotel ... DO NOT DELAY... because they sell out consistently, and because so many have indicated they plan to attend this conference, make your reservations TODAY. If you have questions or need help, call Pat Hawkins in our Conference Office immediately at 916-686-7928. Or go to [www.electioncenter.org](http://www.electioncenter.org) and register and pay on-line.

# **TENTATIVE SCHEDULE OF EVENTS**

**SECURITY NOTICE:** Because of security concerns, you must wear your Election Center name badge when entering any meeting room, or the exhibit area. Thank you for your cooperation.

## **Tuesday, August 19, 2014**

- 8:00-9:00      Class Registration  
(Separate Registration for Classes Required)
- 9:00-4:30      Class #5      **Ethics**  
Instructor:    Mitchell Brown, Ph.D.  
                         Auburn University, AL
- Class #6      **Communications**  
Instructor:    Doug Lewis  
                         The Election Center
- Class # 20      **Federal Impact on Elections and Voter  
Registration**  
Instructor:    Bridgett King, Ph.D.  
                         Auburn University, AL
- Class #25      **Comparing Election Performance by  
Measuring Processes and Using Results**  
Instructor:    Kathleen Hale, J.D., Ph.D.  
                         Auburn University, AL
- 12:00-1:30      Lunch (Students only-Ticket Required)

## **Wednesday, August 20, 2014**

- 8:00-11:00      Courses #Continued
- 1:00-3:00      Elections Legislation Committee Meeting
- 1:00-3:00      Postal Committee Meeting
- 2:00-6:00      **Educational Exhibit Area Open**
- 3:00-5:00      PEP Board Committee Meeting (PEP Board Members Only)
- 5:00-5:30      Ethics Committee
- 4:00-8:00      Registration Desk Open
- 6:00-7:30      Welcome Reception

## **Thursday, August 21, 2014**

8:00-3:00	Registration Desk Open
8:30-9:00	Continental Breakfast
8:00-5:00	<b><u>Educational Exhibits</u></b>
9:00-9:15	<b><u>Welcome/Announcements</u></b>
9:15-10:10	<b><u>Election Efficiency</u></b>
10:10-10:40	<b><u>Educational Exhibits/Break</u></b>
10:40-11:05	<b><u>Making Voter Registration Election Materials Easier to Read</u></b>
11:05-11:25	<b><u>Election Assistance Commission</u></b> (Activities and reports)
11:25-12:05	<b><u>Independence Award Presentation</u></b>
12:05-12:30	<b><u>Legislative Update</u></b> <u>A review of proposed and pending federal voter registration and elections legislation</u>
12:30-2:00	No Host Lunch
2:00-4:30	<b><u>Professional Practices Presentations “...and the winner is...”</u></b>
7:00-11:00	<b><u>Evening on San Francisco Bay</u></b> -Dinner/Dance (See brochure for details)

## **Friday, August 22, 2014**

8:00-10:30	Registration Desk Open
8:00-11:00	<b><u>Educational Exhibit Area Open</u></b>
8:30-9:00	Continental Breakfast
9:00-10:15	<b><u>Concurrent Discussion Groups</u></b>
	Breakout #1 <b><u>Measuring What Counts Taskforce-Part One</u></b>
	Breakout #2 <b><u>TBA</u></b>
	Breakout #3 <b><u>Voting System Sustainability</u></b>
	Breakout #4 <b><u>Professional Practices Exhibits</u></b>

- 10:15-10:45      [\*\*Educational Exhibits\*\*](#)/Break
- 10:45-12:30      **Concurrent Discussion Groups**
- Breakout #1  
[\*\*Measuring What Counts Taskforce-Part Two\*\*](#)
- Breakout #2  
[\*\*ERIC\*\*](#)
- Breakout #3  
[\*\*Voter Registration Outreach \(A Cook County Initiative\)\*\*](#)
- Breakout #4  
[\*\*Military and Overseas Voters\*\*](#)
- 12:30-3:00      [\*\*Annual CERA Graduation Luncheon and Ceremony\*\*](#)
- 3:00-4:30      **Concurrent Discussion Groups**
- Breakout #1  
[\*\*Researching Professional Papers\*\*](#)
- Breakout #2  
[\*\*Open Microphone-What's on Your Mind?\*\*](#)

## **Saturday, August 23, 2014**

### [\*\*Post Conference Tour of San Francisco\*\*](#)

Separate Registration-See information elsewhere in this booklet for details)



**THE ELECTION CENTER'S  
30th ANNUAL NATIONAL CONFERENCE**

San Francisco, California

August 19 – August 23, 2014

**REGISTRATION FORM**

(Please use a separate form for each person registering)

NAME: \_\_\_\_\_

OFFICE ADDRESS \_\_\_\_\_

(Address and office phone number provided will be printed on the attendee list distributed to conference participants)

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: Office: \_\_\_\_\_ Home: \_\_\_\_\_

(FOR EMERGENCIES)

FAX: \_\_\_\_\_

**CONFERENCE REGISTRATION FEES**

Registration and check received by the Conference Office

**no later than August 1, 2014**

Gold, Silver, Blue and Associate..... \$449

Non-Members..... \$649

Registration and check received **after August 1, 2014 or at the Conference:**

*\*Security requires all attendees to wear Election Center name badges to enter the meeting rooms and exhibit area. If you choose to register at the conference you may be delayed up to two hours in order to process your registration. Sorry, we cannot invoice.*

Gold, Silver, Blue and Associate..... \$549

Non-Members..... \$749

Registration fee enclosed: \$ \_\_\_\_\_

To register and **pay** by credit card, go to: <http://www.electioncenter.org>

Membership Number: \_\_\_\_\_

Are you a CERA graduate? Yes \_\_\_\_ No \_\_\_\_ If Yes, what year? \_\_\_\_\_

**CANCELLATION POLICY:** Written cancellation stating reason for same must be received by the conference office **NO LATER THAN August 1, 2014** in order to receive full credit toward a class, workshop or conference to be used during the next calendar year less a \$50 processing fee. There will be no credit given for cancellations received on or after August 2, 2014.

Please return completed form and your check in order to reach the Conference Office by **August 1, 2014** in order to avoid the additional fee to:

The Election Center

Conference Center

P.O. Box 965

Elk Grove, California 95759

**MAIL THAT REQUIRES A SIGNATURE FOR DELIVERY CANNOT BE ACCEPTED**

For additional information, please call Pat Hawkins at (916) 686-7928.

The Election Center's Federal I.D. Number is 54-1578880

Course 5

Ethics in Elections and Voter Registration  
Administration

Instructor: Mitchell Brown, Ph.D.  
Auburn University, AL

Tuesday, August 19, 2014 .....9:30 a.m. – 4:30 p.m.  
Wednesday, August 20, 2014 .....8:00 a.m. – 11:00 a.m.

As with all professionals, Election Administrators and Election Officials may not fully understand or appreciate their duties and obligations without also understanding the disciplinary rules and ethical mandates governing their professional activities. Yet professional codes of ethics may have the complexion of arbitrary prescription and proscriptions unless those parameters are founded upon well reasoned and generally accepted ethical precepts. This course will be concerned with identifying and explaining those precepts and with connecting those precepts to the Principles and the Standards of Conduct for Elections and Registration Officials.

Examples of topics that may be covered in this course:

- 1. Principles of reasoning.
- 2. Ethical foundations.
- 3. Ethical Theories: Utilitarianism and non-Utilitarian theories.
- 4. Principles and Standards of Conduct for Elections and Registration Officials.



## Course 6

# Communications

Instructor: Doug Lewis  
The Election Center  
Katy, TX

Tuesday, August 19, 2014 .....9:30 a.m. – 4:30 p.m.  
Wednesday, August 20, 2014.....8:00 a.m. – 11:00 a.m.

Effective communication with the media, state legislatures and local boards and other entities involved with elections and voter registration is critical to maintaining budget and public support for the electoral process and for effective voter outreach and other public relations purposes. This course discusses effective communication with the media, state legislatures, local boards, and other entities involved with elections or voter registration is critical to maintaining budget and public support for the electoral process and for effective voter outreach and other public relations purposes. This course will provide the skills and principles important to effective representation of elections/registration departments and offices.

Examples of topics that may be covered in this course:

1. Knowing ourselves and others.
2. Developing a plan to effectively communicate our programs.
3. Relating to news media and public relations.
4. Communicating with your legislature, state board, or local government.
5. Developing a new release and news conference.

**THIS COURSE IS OFFERED FOR CREDIT**  
**FOR CERA GRADUATE STUDENTS ONLY**

Course 20

Federal Impact on Elections and Voter Registration:  
1906s to Present

Instructor:       Bridgette King, Ph.D.  
                      Auburn University, AL

Tuesday, August 19, 2014 .....9:30 a.m. – 4:30 p.m.  
Wednesday, August 20, 2014 .....8:00 a.m. – 11:00 a.m.

A new wave of federal involvement in elections and voter registration is underway, even though elections have historically been administered through local election officials. Behind the scenes, the role of the federal government is shaped by the American system of federalism and particular relationships between the federal government and the states. These relationships organize government in all are as of public policy and will shape the federal role in elections in the future. This course examines the forces that shape federal involvement in election administration and voter registration, with a focus on the federal role from the 1960s to the present. Large scale trends suggest new roles and relationships for elections officials.

Examples of topics that may be covered in this course:

- 1. Definition and arrangement of the American federal system
- 2. American federalism compared to other governing arrangements
- 3. Theories of federalism over time
- 4. Tools of federalism
- 5. Theories of state response to federal action
- 6. The accountability movement
- 7. The role of networks

**THIS COURSE IS OFFERED FOR CREDIT**  
**FOR CERA GRADUATE STUDENTS ONLY**

Course 27

Comparing Election Performance by Measuring  
Processes and Using Results

Instructor: Kathleen Hale, J.D., Ph.D.  
Auburn University, AL

Tuesday, August 19, 2014 .....9:30 a.m. – 4:30 p.m.  
Wednesday, August 20, 2014 .....8:00 a.m. – 11:00 a.m.

Measuring election performance is quickly becoming an important issue at the top of the national agenda. Policymakers and voters expect a voting experience that is efficient and accurate, and yet “one size” voting procedures cannot fit all circumstances, given the wide variation in systems, laws, and practices across states and local election jurisdictions. At the same time, it is critical that election administrators be able to measure and analyze their performance and use their findings to demonstrate that elections are working well, to make changes when warranted, and to communicate information about elections to the election community, policymakers, voters, and others.

This course uses techniques of performance measurement and analysis to explore several critical elements of the election administration system at the center of conversation today, including voter registration, ballot processing, and voter processing. Participants will learn techniques of performance measurement and process analysis, and use these to analyze examples provided by member jurisdictions. Participants will also explore different avenues for communicating and using the results of performance measurement and process analysis. Participants are encouraged to bring examples from their own jurisdictions for discussion and analysis.

**THE ELECTION CENTER'S**  
**30<sup>TH</sup> ANNUAL NATIONAL CONFERENCE**

San Francisco, California

August 19-20, 2014

**PROFESSIONAL EDUCATION PROGRAM REGISTRATION FORM**

(Please use a separate form for each person registering)

NAME: \_\_\_\_\_ Male \_\_\_\_\_ Female \_\_\_\_\_

ADDRESS: \_\_\_\_\_ County \_\_\_\_\_

CITY/STATE/ZIP: \_\_\_\_\_

TELEPHONE: Work: \_\_\_\_\_ Home: \_\_\_\_\_

(For Emergencies)

FAX: \_\_\_\_\_ Email: \_\_\_\_\_

MEMBERSHIP NUMBER: \_\_\_\_\_

Please register me for the following course: (Check only one)

**Course #5 Ethics**

Platinum, Gold, Silver, Blue, Associate \_\_\_\_\_ \$409

Non-Member..... \_\_\_\_\_ \$609

**Course #6 Communications**

Platinum, Gold, Silver, Blue, Associate \_\_\_\_\_ \$409

Non-Member..... \_\_\_\_\_ \$609

**Course #20 Federal Impact on Elections and Voter Registration**

Platinum, Gold, Silver, Blue, Associate \_\_\_\_\_ \$409

Non-Member..... \_\_\_\_\_ \$609

**Course #27 Comparing Election Performance**

Platinum, Gold, Silver, Blue, Associate \_\_\_\_\_ \$409

Non-Member..... \_\_\_\_\_ \$609

REGISTRATION DEADLINE: **August 1, 2014**

To register and **pay** by credit card go to: **<http://www.electioncenter.org>**

Registration and check received by the Conference Office after August 1, 2014, add \$100 to above fees. \*Security requires all students to wear Election Center name badges to enter the classroom. There is no on-site registration for the classes. Sorry, we cannot invoice.

CANCELLATION POLICY: Written cancellation stating reason for same must be received by the conference office **no later than August 1, 2014** in order to receive full credit toward a class, workshop or conference to be used during the next calendar year less a \$50 processing fee. There will be no credit given for cancellations on or after August 2, 2014.

Please mail this form and check to reach the Conference Office before **August 1, 2014** to:

The Election Center  
Conference Office  
P.O. Box 965  
Elk Grove, CA 95759

Mail that requires a signature for delivery cannot be accepted.

For additional information, please call Pat Hawkins at (916) 686-7928.

The Election Center's Federal I.D. Number is 54-1578880.



**HYATT**  
REGENCY

**Hyatt Regency San Francisco**  
**5 Embarcadero Center**  
**San Francisco, California, 94111**

**THE ELECTION CENTER ANNUAL NATIONAL CONFERENCE AUGUST 11-19, 2013**

*For best availability of room type, online or phone in reservations are recommended*

**Online Reservations:** Visit <https://resweb.passkey.com/go/ELLL2014>

**Phone In Reservations:** Call (888) 421-1442 and reference the ELLL room block

**Fax Reservations:** Fax this form to (415) 283-2028

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_ Hyatt Gold Passport #: \_\_\_\_\_

Company: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone: \_\_\_\_\_

Fax#: \_\_\_\_\_ Special Requests: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ at \_\_\_\_\_ (am/pm) Check-in time is 3:00pm

*Accommodations prior to check-in time will be handled on an individual basis*

Departure Date: \_\_\_\_\_ at \_\_\_\_\_ (am/pm) Check-out time is 12:00noon

Number of Adults over 21 Years \_\_\_\_\_

Name(s) of additional person(s) sharing rooms (over 21 years of age):

Name: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name: \_\_\_\_\_ Credit Card #: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please check the type of accommodation desired

*All accommodations are subject to availability at check-in.*

No. of Rooms	Type of Accomodation	Rate
	<b>SINGLE:</b> One (1) Person	\$179.00/night
	<b>DOUBLE:</b> Two (2) Persons, One (1) Bed	\$179.00 /night
	<b>DOUBLE:</b> Two (2) Persons, Two (1) Beds	\$179.00 /night

For TRIPLE and QUAD reservations, please list all names at time of booking. Suite rates are available upon request. Please contact reservations at (800) 233-1234 for Suite rates.

Accommodations for the Disabled: The Hyatt Regency San Francisco, in compliance with the American Disabilities Act, has ADA rooms available. Please inform us of your needs prior to arrival.

Reservations must be received by **July 29<sup>th</sup>, 2014 by midnight**. After this date, rooms will be confirmed on a space and rate available basis only and the group rate will not be available.

**Assured by Credit Card:** Fill in AMEX, Diners Club, VISA, MasterCard or Discover card information below

**Advance Deposit:** Please include a non-refundable deposit for one night's room plus 16.25% taxes. *Deposits are non-refundable.*

Name of Card Holder: \_\_\_\_\_ Card Type: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

# MISCELLANEOUS INFORMATION

## HOTEL PARKING

Overnight Valet Parking for hotel guests \$64.00

For Transient guest the maximum is \$70 per day

The hotel does not have self parking. For information on nearby self parking contact the hotel concierge 415-788-1234.

## TRANSPORTATION

Taxi (One way)

Approximately \$60.00 plus tip

Super Shuttle (One Way)

Approximately \$18.00

No reservations, wait outside by luggage claim

For more information call the hotel concierge (415) 788-1234

## PLEASE NOTE DEADLINES:

San Francisco Tour

July 15, 2014

Hyatt Regency

July 29, 2014

Conference and Classes

August 1, 2014

Evening Event (Cruise)

August 1, 2014

FOR EXTRA TICKETS FOR THE CERA GRADUATION CEREMONY LUNCHEON, PLEASE CONTACT PAT HAWKINS AT 916-686-7928 BEFORE AUGUST 1, 2014.

## IMPORTANT SECURITY NOTICE:

***Security requires all attendees to wear Election Center name badges to enter the meeting rooms and exhibit area. If you choose to register at the conference you may be delayed up to two hours in order to process your registration.***

NOTE: We are unable to accept mail that requires a signature for delivery. Please call if you need a street address for overnight FedEx delivery.

## DOOR PRIZES

If you would like to donate an item that represents your jurisdiction for our drawing, please bring it to the registration desk no later than noon on Thursday, August 21. Thank you.