



Midwest Association for Public Opinion Research

Fall 2014

The Midwest Association for Public Opinion Research holds its 39th Annual meeting November 21 & 22 at the Renaissance Hotel in Chicago.

Registration is open. Save \$25 if you sign up by November 1 (www.mapor.org).

Elections for MAPOR vice president/president elect, conference co-chair, and associate secretary treasurer are underway. Candidate bios on pages 6 – 8.

Conference Sponsors are featured on page 10. Become a MAPOR Corporate Sponsor today!

Important Deadlines:

October 31, 5 p.m.: Last chance to get special MAPOR rate at the Renaissance Hotel.

November 1: Last day to register for the conference at the early bird rate of \$100 for members and \$50 for student members; fees go up by \$25 after 11/1. Last day to send dietary restrictions to abstracts@mapor.org (with "Luncheon" in the subject line).

November 10: Submit papers to Discussants.

December 1: Submit slides and/or papers to abstracts@mapor.org for posting

A Message from the President

By Kristen Olson, MAPOR President, University of Nebraska- Lincoln



This November, we will be coming together for MAPOR's annual meeting at a new location – the Renaissance Downtown Chicago Hotel – to meet new friends and colleagues and visit with old ones. But it's not just the location that is new to MAPOR this year - I have been anxiously awaiting this newsletter to be able to share all of the hard work that this year's MAPOR Executive Council has been doing for its members.

In August, MAPOR's Executive Council met at the Chicago offices of RTI international for a strategic planning session – see the photo on page 5 of the 15 MAPOR Executive Council members who attended, taken at the end of our all-day meeting, with member-at-large Patty LeBaron on the telephone. We had two goals of this meeting – to identify the initiatives that we already had underway, and to formally write them down in a strategic plan. The result – MAPOR's new five-year strategic plan – has three primary goals. First, we want to increase the value of MAPOR to members. To do this, MAPOR needs resources, both in people and revenue, and as such, the second goal is to grow the membership base and revenue for the organization. Finally, as we look forward to MAPOR's 40th anniversary next year, we want to make sure that we document MAPOR's past. The Strategic Plan is posted for comment on the MAPOR website. I would love to hear your thoughts on it.

Continued on Page 2

MAPOR 2014: Changing Latitudes, Changing Attitudes

By Lindsay Hoffman, University of Delaware



Our 39th annual conference is right around the corner, and we couldn't be more excited! The change in location to the Renaissance Downtown has inspired the theme of the conference, as well as the short course and several presentations. Our **draft program**, which demonstrates a breadth of public opinion research, is available at <http://mapor.org/conferences.html>, where you can also find guidelines for Moderators, Discussants, and Presenters. If you agreed to be a Discussant or Moderator, please search the program for your name to find your session. Full papers are due to Discussants no later than November 10. I will be emailing members of each session to distribute email addresses of the Discussants. If you haven't already registered for the conference, you can do so online [here](#). The registration site is also where you can sign up for the short course and lunch—hurry, space is limited for both! *Continued on page 3*

Reminder: Submit an abstract for the AAPOR Conference in May!



AAPOR is accepting abstracts for the May 2015 annual conference in Hollywood, Florida. In addition to seeking abstracts on the wide range of topics typically presented at AAPOR, this year, AAPOR is seeking abstracts for a special mini-conference that should be of particular interest to many MAPOR members on Reassessing Today's Survey Methods. More details can be found on the [AAPOR website](#). And, with this year's AAPOR conference in Florida, you get the added benefit of being able to visit with fellow MAPOR members on the beach!

Not an AAPOR member? Any MAPOR member who joins AAPOR (and has not previously belonged to AAPOR) will receive \$50 off of their membership dues. For more information, see AAPOR's website [here](#).

What does MAPOR mean to you? Matt Courser – Pacific Institute for Research and Evaluation



The Executive Board is hard at work planning not only our 39th conference this November, but also our 40th conference in 2015. To help celebrate "MAPOR at 40" next year, during this year's conference we want to hear from MAPOR members about what MAPOR means to them. Be thinking about your favorite MAPOR tradition, your favorite memory from a MAPOR conference, and what MAPOR has contributed to your professional life.

We will have a space at this year's conference for members to create short "Digital MAPORtraits." "As part of Digital MAPORtraits, you'll have the opportunity to make short recording of a favorite memory or story about MAPOR. These recordings will be edited and used in our celebration of MAPOR's 40th Anniversary in 2015." Help us highlight the impact of MAPOR over the past 40 years!

President's column continued:

Continued from Page 1

We have started initiatives for each of these goals. Most prominently, we had our first webinars in the MAPOR webinar series! Jennifer Dykema's article in this newsletter on page 4 talks about these webinars in more detail. We also have started MAPORNet, a listserv that allows MAPOR members to communicate directly with each other. We have enlisted Patty LeBaron to be the first member-at-large serving as the Communications Chair. As former Secretary-Treasurer, Patty knows the variety of communications that MAPOR has, and will formulate a plan for more frequent, different communications with MAPOR membership, something we heard about in the member survey. Part of our new communications and strategic plan is to include more professional development offerings for our student and young professional members. Clarissa Steele's column on page 9 is the first foray into these offerings.

John Stevenson has been a dedicated leader in obtaining sponsorship for this year's MAPOR conference. His report on page 10 shares the culmination of his hard work, with the highest level of sponsorship that MAPOR has ever had!

We are also continuing the work on documenting MAPOR's history, including culling information from old programs and newsletters. One of the items that MAPOR Executive Council does not have good records about is prior MAPOR student paper winners. There is an [incomplete list](#) on the MAPOR website but we still have other years to fill in. If you have information, please send it to me! We have also added a complete list of [past MAPOR presidents](#) to the website (outside of the list in recent conference programs).

And, of course, we have the November conference. Lindsay Hoffman and Matt Courser have been hard at work planning this year's conference. This year's theme, Changing Latitudes, Changing Attitudes, reflects both our new location and the dedication that MAPOR members have to understanding what people feel, think and do – and even how they move! Because we are in a new location, we have had some necessary restructuring of conference events. Lindsay's article describes the conference in more detail. The preliminary program looks fantastic. I want to highlight that the keynote address this year will be given by Bob Groves, MAPOR Fellow and Provost at Georgetown University. His talk, "Is There a Future for Probability Sample Surveys of Large Human Populations?," will be a "can't miss" MAPOR event. (I certainly hope that the answer is yes!)

We will also be doing some groundwork for the 40th anniversary conference this year. On page 2, Matt Courser describes our "Digital MAPORtraits" initiative that we – with the generous help of MAPOR Fellow Steve Everett - will be working on throughout this year's meeting. If you are interested in being involved in other types of collecting or reflecting on MAPOR's history, contact me or Vice President/President-elect Allyson Holbrook.

Finally, we have an excellent slate of candidates for MAPOR's Executive Council this year. If you are eligible to vote, please remember to do so. More information about the candidates can be found starting on page 6.

I look forward to seeing many of you in November. As always, if you have any thoughts or feedback on anything that you would like to see MAPOR do, please don't hesitate to contact me via email (kolson5@unl.edu), by coming to the President's Reception or Annual Member Meeting, or at any other time throughout the conference.

Conference Chair's column continued:

Continued from page 1

The short course will be taught by **Todd Schuble** of the University of Chicago, and is titled "**Everything Has a Location: Obtaining Better Insight with GIS.**" Geographic information systems (GIS) software allows you to answer such questions as, "What if a survey respondent has no established address?" "Is it difficult to location-based data from a mobile device?" These and other questions will be addressed in this course, which will include live examples and real-world case studies.

Our **Friday Networking Luncheon** is new this year; it will be plated, and each table will have a theme, so find a topic to meet new people and reunite with old friends. If you have dietary restrictions, please email abstracts@mapor.org by November 1 with "Luncheon" in the subject line and list restrictions.

Our Student Paper Awards and New Fellow Announcement will be followed by **Keynote speaker, Bob Groves**, who will give his address, “Is There a Future for Probability Sample Surveys of Large Human Populations?,” Friday afternoon. Friday evening features our annual **President’s Reception and Poster Session**, which will take place in the Gold Coast room at the Renaissance Hotel and features stunning views of the city and the Chicago River. There you can also mingle with sponsors at their tables and if you are a student, sign up for the free **Book Raffle**; we have many great titles this year, including *Online Panel Research: A Data Quality Perspective* (2014) edited by Paul Lavrakas and colleagues, as well as a 1st edition copy of *Community Conflict and the Press* (1980) by Tichenor, Donohue, and Olien. A big Thank You to our MAPOR fellows and Council for donating these and many other books.

The **Pedagogy Hour** on Saturday afternoon features **Paul Lavrakas**, who is “Thinking about the Use of Old and New Methods for Sampling, Recruitment, and Data Collection in Public Opinion Research.” And, thanks to our sponsors, we will feature a variety of refreshments throughout each day of the conference. Finally, be sure to check out “Digital MAPORtraits” on the 3rd Floor Lounge, where you can record a video message about your MAPOR story in advance of our 40th anniversary in 2015. Our **Annual Member Meeting** will close out the conference on Saturday.

You can book your room at the [Renaissance Chicago Downtown Hotel](#) with the special MAPOR rate of \$179/night until 5pm, Friday, October 31. [Click here to book the group rate](#), or contact Marriott reservations at (312) 372-7200 or toll-free (800) 468-3571 and mention “MAPOR” to get the discount.

We look forward to seeing you in November!

MAPOR Holds Its First Official, Non-Conference Event

Jen Dykema – University of Wisconsin - Madison

On September 25, 2014, MAPOR successfully held its first official, non-conference event! As part of our inaugural “Methods and Substance” Webinar Series, MAPOR member, Jolene Smyth, delivered a fascinating talk on “Visual Design in Surveys: Using Numbers, Symbols, and Graphics Effectively.” A total of 45 individuals registered for the session, and responses to our feedback survey revealed that the majority of attendees watched with others. In addition to broadcasting the session to members across the country, we held a “live” viewing at the University of Nebraska-Lincoln in which about 25 people enjoyed the webinar and refreshments, compliments of MAPOR. Feedback revealed that attendees – both those viewing remotely and on-site -- were overwhelmingly satisfied with webinar:

“Fantastic presenter – Jolene is fantastic. Style makes material easy to understand – well-organized, interesting topic, very applied take-aways. Well done!!!”

“As a state government employee, I can’t get budget support to attend AAPOR meetings, so these webinars are vital for keeping me up-to-date on survey methods.”

“The cost was so affordable, and for 2 presentations!”

At the time of this writing, we are just days away from debuting the second webinar in the “Methods and Substance” series, “‘Political’ Science: Emerging Technologies at the Intersection of Media, Politics and Public Opinion” by Dietram Scheufele, former MAPOR President. The webinars are being recorded, and we are

exploring ways of providing low-cost access to the recordings on the MAPOR website for members who are not able to attend the sessions.

This set of webinars was planned in an effort to better serve MAPOR's membership by creating more opportunities for members to meet and interact (either in-person or on online). We also hoped to provide an opportunity for members to benefit from membership in MAPOR more generally by offering both webinars to MAPOR members for \$15 (non-members were charged \$20). Please tell us your ideas for future webinars, and let us know if you would like to do webinar!

MAPOR owes an enormous amount of gratitude to our presenters, Jolene Smyth and Dietram Scheufele, for generously donating their time, effort, and insights. Thanks also to fellow webinar organizers, Kristen Olson, Clarissa Steele, and John Stevenson.



MAPOR Executive Council pictured at the Fall Council Meeting

Elections underway for MAPOR Officers

Elections for MAPOR Officers are open to dues-paying regular members of MAPOR who are also AAPOR members. Elections will be open through November 10, 2014. Balloting is electronic. If you have paid, but did not receive your ballot, contact David Chearo at dchearo@uchicago.edu.

Vice President/President Elect Candidates



Trent D. Buskirk, PhD, is Vice President of Statistics and Methodology at Marketing Systems Group. Formerly a Research Director for the Nielsen Company and Associate Professor of Biostatistics in the Department of Biostatistics of the Saint Louis University School of Public Health. Trent received his Ph.D. in Sampling Statistics from Arizona State University in 1999 and since then he has been conducting research relating to the use of technology including cell phones, smartphones and tablets for survey data collection, weighting adjustment methods and applications of machine learning for tailored survey designs and sample weighting, dual frame surveys and weighting and mode effects. Dr. Buskirk was among the first researchers in the U.S. to explore the use of text messaging as pre-alerts/invitations for cell phone surveys and among the first researchers to explore mode effects for smartphone surveys in the U.S. Trent recently served as the Principal Investigator on a grant-funded project for developing and deploying a smartphone survey related to the use of health apps. Dr. Buskirk's research work has appeared in various journals including the *Journal of Official Statistics*, *Journal of the Royal Statistical Society*, *Field Methods*, *Social Science Computer Review* and *Survey Practice*. He is currently the Chair of the American Statistical Association's Survey Review Committee, the incoming Publications Officer for the American Statistical Association's Section on Survey Research Methods, an active member of the AAPOR Standards Committee. In the not so distant past, Trent served on both the Cell Phone Sampling and Emerging Technologies AAPOR task forces and is currently serving on the ABS Task Force, The Future of Telephone Surveying Task Force and the Special Ad Hoc Committee on the Surveying of Unknown Persons. Trent has been an AAPOR member for over 10 years and an active member of MAPOR since early 2000's. In 2011, Dr. Buskirk offered the inaugural MAPOR short course on Smartphone Survey Design. While not pursuing professional pursuits, Trent can be found playing tennis in the USTA as well as playing "Resident Prince" to his two young Princesses in Residence.



Lindsay H. Hoffman (Ph.D., 2007, The Ohio State University) is an associate professor at the University of Delaware in the Department of Communication, with a joint appointment in the Department of Political Science & International Relations. She also serves as the Coordinator for Research in Politics and Technology at UD's Center for Political Communication. Hoffman's research examines how citizens use technology to become engaged with politics and their communities. Her research also examines the components of mediated messages that encourage individuals to participate in -- or distance themselves from -- political activities such as voting, news viewing, or simply expressing opinion. She has been published in *Communication Research*, *International Journal of Public Opinion Research*, *Journal of Broadcasting & Electronic Media*, *New Media & Society*, and *Journal of Information Technology & Politics*, among others. Dr. Hoffman teaches undergraduate and graduate courses in political communication, politics and technology, media effects, and research methods.

Hoffman has been an active member of MAPOR since 2003, when she submitted her first paper as a Master's student. She has attended nearly every MAPOR since, and always looks forward to the open dialogue and constructive criticism that takes place at the conference. She brings promising undergraduate students to MAPOR to learn about related top graduate programs in political communication and public opinion and to get a great first-conference experience. Hoffman served on the MAPOR Executive Board from 2008 to 2010 and is the 2014 MAPOR Conference Chair.

Associate Conference Chair Candidates



Eulàlia "Lali" Abril is an Assistant Professor in the Department of Communication at the University of Illinois at Chicago (UIC). She teaches in the areas of research methods, public opinion, communication theory, and health communication. Lali collaborates with the Institute for Health Research and Policy, the School of Medicine, and the Electronic Visualization Laboratory on campus. Her research centers on media effects of Information and Communication Technologies and is mostly quantitative. In her work, she has employed data from the United States, Spain, Colombia, and Senegal, as well as artifacts from social media like Twitter and Pinterest.

A proud Badger, Lali comes from a tradition of MAPOR participation, where she has presented several papers, and acted as session chair and discussant. In fact, MAPOR was her first conference presentation as a graduate student. In addition, she has been involved with the wider sister organizations, WAPOR and AAPOR, as well as at-large conferences in the field, such as the International Communication Association (ICA) and the Association for Education in Journalism and Mass Communication (AEJMC). Currently, she serves in the organizational board of ICA Mobile 2015, and hopes to bring this managerial expertise to MAPOR.

Lali received her Ph.D. from the School of Journalism & Mass Communication at UW-Madison in 2011. She also holds degrees from universities in Denmark and Spain.



Ashley Kirzinger is the Director of the University of Illinois Springfield's Survey Research Office (SRO) in the Center for State Policy & Leadership. She received her Ph.D. in Media & Public & Affairs from Louisiana State University's Manship School in 2012, where she worked at the Public Policy Research Lab. She was also named a Burns "Bud" Roper Fellow at the 2013 AAPOR Annual Conference.

As Director of the SRO, Ashley oversees a variety of public policy and public affairs research projects including both population polling and evaluations for public, non-profit, and private sector agencies. Her research interests focus on the relationship between the media, the government, and the public and showing correlations between media coverage and public opinion on specific issues. Her research has been published in *Human Communication Research*, *The Social Science Journal*, and *Social Sciences Quarterly*. In addition, she co-authored a chapter in the 2011 book, "Too Much Talk, Not Enough Action? Political Expression in a Digital Age," *By the People, For the People: The Meaning and Measurement of Public Opinion in a Digital Age*.

Ashley has attended multiple MAPOR and AAPOR conferences and at the 2014 MAPOR conference, she will be presenting results from a survey experiment examining the effect of "identifiers" on both response rates and responses from a survey of Illinois government employees regarding ethical compliance in the workplace.

Associate Secretary-Treasurer Candidates



Ned English is a Senior Survey Methodologist at NORC at the University of Chicago. Ned is also a lecturer at the Harris School of Public Policy Research at University of Chicago, teaching *GIS (Geographic Information Systems) Applications in the Social Sciences*. Ned earned his M.S. in Geography from the University of Wisconsin-Madison (2001) and his B.S. in Geography from McGill University (1999).

Ned is an active member of MAPOR and co-taught a short-course on Address-Based Sampling with Colm O’Muircheartaigh at the 2012 conference. He is heavily involved in AAPOR, presenting regularly and chairing the Chapter Liaison Subcommittee of the Membership and Chapter Relations Committee. This subcommittee facilitates communication among national AAPOR and the seven chapters, including MAPOR, on details related to membership, events, and operations. In addition, Ned is a member of the AAPOR Address-Based Sampling (ABS) taskforce and serves on the AAPOR Standards Committee.

Ned’s primary research interest is the use of GIS in survey research, focusing on sample design, targeting hard-to-reach populations, address geocoding, the linkage to extant social and environmental data, and non-response analysis. Ned was involved with some of the key early research on ABS designs and continues working in this area. His research has been published in journals including *Survey Practice*, *Field Methods*, and *the American Journal of Public Health*.

Now a proud Midwest transplant, Ned made the journey from Boston to Chicago (via Montreal and Madison) 13 years ago. When not conducting survey research, he can be found at the record store.



Kevin Ulrich recently returned as the Director of the University of Chicago Survey Lab. In this role, Kevin provides survey data collection and consulting services to academic as well as non-profit organizations. His expertise includes developing and applying strategies to efficiently maximize recruitment and retention of survey participants. Prior to his return to the University of Chicago Kevin directed the Survey Research Program (SRP) at Group Health Research Institute in Seattle, Washington.

In that role, he oversaw and managed data collection for all SRP studies and provided methodological consultation to the Institute’s faculty and their collaborators. Subject matter at the Institute included research on diabetes, smoking cessation, back pain, long-term opioid use, vaccine hesitation, heavy drinking, and choices for health care in urgent situations. In 2013, Kevin volunteered to lead a group who conducted a survey of the catchment area of a proposed hospital outside of Freetown, Sierra Leone.

Kevin holds a BA and MA in social science from the University of Chicago. He has been a member of AAPOR and MAPOR since 2006.

Create a Great MAPOR Conference Presentation

Clarissa Steele, University of Wisconsin - Madison

The annual MAPOR conference is just weeks away. As you work on your presentation, below are some tips from past presenters on ways to create a presentation that is clear, concise, and professional.

1. **Tell a Story:** People remember information better when it's presented as a story. Providing an outline and guideposts helps the audience understand where you're going. And by focusing your presentation on the problem you want to solve or understand better, the audience is likely to walk away remembering the gist of your presentation.
2. **Use Consistent Formatting on Your Slides:** Your organization may have a template and style guide for presentation. If not, be sure to keep the style of your slides similar, including using the same font, colors, and bullet points throughout. Also, use the same font size for different elements of your slide like the title and the bullet points.
 - a. **Font:** Sans serif fonts like Arial and Calibri are easier to read on presentation slides than serif fonts like Times New Roman.
 - b. **Color:** Use contrasting colors for your text and background. A light background with dark letters, like black type on a white background, is easier for the audience to read compared to a dark background with light letters.
 - c. **Graphics:** Use graphics that relate to your presentation, like graphs and charts. Try to keep images that aren't related to your content to a minimum; images should add to what you're saying, not be a distraction for the audience.
3. **Include about 2-3 points per Slide and Keep Slides Concise.** The audience will read your slides and listen to you simultaneously, so the fewer words on your slide, the more they will listen to you. With fewer points on each slide, you can switch from one slide to the next faster so your audience doesn't get bored.
4. **Test Your Presentation on Different Computers and Projectors.** Computers can change font sizes, move graphics, and distort the color of your background. Looking at your presentation on different projectors may help you find slides that are hard to read for the audience.
5. **Practice, practice, practice!** Practice before the conference so you know how long your presentation is and where you may need to cut or add information to fit your presentation into the allotted time. Practice will also help you remember the important points you want to make during your presentation and can help you stay calm if you're nervous speaking in front of a crowd.

If you'd like more information about giving a good conference presentation, please see [How to Give a Good Presentation](#) and [Scientific Conference Presentations](#) from Hilary Jones of the University of York (United Kingdom).

We look forward to seeing your presentation at the MAPOR Conference in November!

A Word from the MAPOR Corporate Sponsorship Coordinator

John Stevenson, Sponsorship Coordinator, University of Wisconsin - Madison

A word from the MAPOR Corporate Sponsorship Coordinator:

A HUGE THANK YOU TO THIS YEAR'S SPONSORS:

2014 MAPOR Gold Sponsors

- Nielsen (www.nielsen.com/content/corporate/us/en.html)
- NORC (<http://www.norc.org/Pages/default.aspx>)

2014 MAPOR Silver Sponsors

- Headway (www.headwaycorp.com)
- MSG (www.m-s-g.com/Web/Index.aspx)
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- University of Wisconsin Survey Center (uwsc.wisc.edu)

2014 MAPOR Bronze Sponsor

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- University of Michigan Institute for Social Research (www.isr.umich.edu/home)
- University of Nebraska, Gallup Research Center/Survey Research & Methodology Program (sram.unl.edu)
- University of Northern Iowa (www.uni.edu/csbr/)

There is still time for sponsors to contribute to MAPOR and take advantage of the many benefits to you and your organization as we extend sponsorship to encompass the entire year. Support from organizations like yours help keep costs down for young researchers, and helps keep MAPOR conference attendance high. In return, your sponsorship increases the visibility of your organization, both to future customers and to future hires of survey professionals.

We offer the following levels of support:

MAPOR Bronze Sponsor

- For contributions under \$1,000
- Half page ad in the conference program
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the fall and spring newsletters

MAPOR Silver Sponsor

- For contributions between \$1,000-\$2,000
- MAPOR lunch and conference registration for 1 participant
- Full page ad in the conference program
- Large placard featuring your organization displayed at a major conference event (e.g. meal, break, pedagogy hour)
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)

- Mention in the fall and spring newsletters

MAPOR Gold Sponsor

- For contributions above \$2,000
- MAPOR lunch and conference registration for 2 or more participants (depending upon amount)
- Full page ad in the conference program
- Large placard featuring your organization displayed at a major conference event (e.g. meal, break, pedagogy hour)
- Link on the MAPOR Website (see <http://www.mapor.org/sponsorship.html>)
- Mention in the fall and spring newsletters

For more information or to become a sponsor, call or email me at stevens@ssc.wisc.edu or 608-262-9032 for more information.

Thank you for your help!

MAPOR 2013-2014 Leadership

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Ronald Langley, Member-at-Large

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Allyson Holbrook, Vice President / President-Elect

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