

# ELECTION CENTER

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*34<sup>th</sup> Annual  
National Conference*



*August 25-28, 2018*

**Sheraton Hotel**  
*New Orleans, Louisiana*

# **THE ELECTION CENTER**

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## **A message from: Tim Mattice, Executive Director**

### **WELCOME to New Orleans for the Election Center's 34th Annual National Conference!**

The Mississippi River, French flair and jazz all flow through the veins of the most unique city in the United States, New Orleans. Famous for its French and Spanish architecture, the city is a pleasure to explore. New Orleans is known for its buzzing nightlife and rich cultural history and there are plenty of ways to enjoy all of these.

Begin your visit to the Crescent City with a tour of the French Quarter. The 'Vieux Carre' is undoubtedly the heart of New Orleans and is rich in French heritage and interesting attractions. Pay a visit to the Falkner House and the Calbido before taking some time to meander slowly through the cobbled streets to truly appreciate the charming architecture. Head to Bourbon Street to see street performers in action. A less touristy spot to enjoy an authentic New Orleans experience is Frenchmen Street where entertainment and nightlife are less rowdy. On the trail of history, take in the National World War II Museum, which features a powerful collection of artifacts relating to the war. The New Orleans Museum of Art, the Backstreet Cultural Museum and the Louisiana Children's Museum are all renowned cultural symbols of the city. End your visit with a full day swamp tour of the bayous that surround the city and take in the rare mix of saltwater and freshwater with their unique fauna and flora.

Preceding the conference Saturday and Sunday will be four of our Professional Education Courses including two core and two renewal courses (you can only take one course since they are offered concurrently and you must be a graduate of the program to take a renewal class for credit).

This year's Conference attendees will be inspired and energized as we head into the final stretch of the mid-term Election year. We will share substantive elections issues including crucial critical infrastructure information, new updates from the investing in elections project, elections in review, information on new voting systems, the vendor exhibit area where you can learn about new and innovative voting system support and much more! This is also the time to honor and celebrate the winners of the Election Center's acclaimed Professional Practices Papers' Program. You will not only hear the winning presentations but you will take home a CD with all of the innovative programs and ideas that were submitted by your colleagues in other jurisdictions around the country.

We will be celebrating those graduating from the Professional Education Program with the designation of CERA or CERV. The graduates will be recognized at a special ceremony and luncheon on Tuesday. At the end of the formal conference program, we offer an economically friendly optional tour on Wednesday so you can partake in the vitality of what New Orleans has to offer.

Enjoy the beautiful Sheraton New Orleans Hotel, 500 Canal St, New Orleans. **DO NOT DELAY**, make your reservations **TODAY**. If you have questions about the conference or the Sheraton Hotel, please call Pat Hawkins in our Conference Office at 916-686-7928.

Register on-line by going to our website: [www.electioncenter.org](http://www.electioncenter.org)

### **See you in New Orleans!**

# **TENTATIVE SCHEDULE OF EVENTS**

## **Saturday, August 25, 2018**

8:00-9:00      Class Registration  
*(Separate Registration for Classes Required)*

9:00-4:30      Class # 5  
Class # 6  
Class # 13  
Class # 31

12:00-1:30      **Lunch (Students only-Ticket Required)**

## **Sunday, August 26, 2018**

8:00-11:00      Courses #5, #6, #13 and #31 Continued

1:00-3:00      PEP Board Committee Meeting (PEP Member Only)

2:00-6:00      **Educational Exhibit Area Open**

2:00-4:00      Postal Committee Meeting (Everyone welcome)

4:00-6:00      Investing in Elections (Everyone welcome)

4:00-8:00      Registration Desk Open

6:00-7:30      Welcome Reception

## **Monday, August 27, 2018**

8:00-3:00      Registration Desk Open

8:30-9:00      Continental Breakfast

- 8:00-5:00      **Educational Exhibits Open**
- 9:00-9:30      **Welcome/Announcements**
- 9:30-10:00     **Keynote Address**
- 10:00-10:30    **ERIC and Voter File Maintenance**
- 10:15-10:45    **Educational Exhibits**
- 10:45-11:00    **Legislative Update**  
A review of pending and proposed federal and state voter registration and elections legislation
- 11:00-11:15    **National Voter Registration Day**
- 11:15-12:00    **Homeland Security: Voter Registration and Elections Update**
- 12:00-12:30    **EAC Update**
- 12:30-2:00     **No Host Lunch**
- 2:00-4:30      **Professional Practices Presentations “and the winner is...”**
- 6:00-11:00     **Evening Event: An Evening on the Mississippi**  
Ticket Required (One included with Registration fee. Extra tickets available. See elsewhere in the brochure.)

## Tuesday, August 28, 2018

8:00-10:30 Registration Desk Open

8:00-11:00 [Educational Exhibit Area Open](#)

8:30-9:00 Continental Breakfast

9:00-10:30 **Concurrent Discussion Groups**

Breakout #1

[Investing in Elections: Results from the Field](#)

Breakout #2

[The 2017 Elections in Review](#)

Breakout #3

[Voluntary Voting System Standards](#)

Breakout #4

[Visit Educational Exhibits](#)

10:30-11:00 [Educational Exhibits](#)

11:00-12:00 **Concurrent Discussion Groups**

Breakout #1

[Election Administrations Professionalism Index](#)

Breakout #2

[Use of Social Media for Voter Registration and Election](#)

(Repeats at 3:30)

Breakout #3

[New Voting Systems: The Michigan Experience](#)

Breakout #4

[Youth Voting Programs](#)

12:00-2:30      **CERA Graduation Luncheon**  
Ticket Required-One included with Registration

2:30-3:30      **Concurrent Discussion Groups**  
Breakout #1  
**News from UOCAVA**  
  
Breakout #2  
**The Changing Voter Demographics**

3:30-4:30      **Concurrent Discussion Groups**  
Breakout #1  
**Use of Social Media for Voter Registration and Elections**  
(Same session as at 11am)  
  
Breakout #2  
**Open Microphone: What's on your mind?**

## **Wednesday, August 29, 2018**

9:00-4:30      **Post Conference Tour**  
Ticket required See elsewhere in this brochure for additional information.

# THE ELECTION CENTER'S 34<sup>th</sup> ANNUAL NATIONAL CONFERENCE

New Orleans, LA

August 27 – August 28, 2018

## REGISTRATION FORM

To register for the National Conference, go to The Election Center's web site [electioncenter.org](http://www.electioncenter.org) or enter <http://www.electioncenter.org/conference.php?id=172> and enter your personal Election Center identification and password.

### **CONFERENCE REGISTRATION FEES**

Registration and check received by the Conference Office **no later than August 3, 2018**

Gold, Silver, Blue, Bronze and Associate .....\$479

Non-Members .....\$679

Registration and check received **after August 3, 2018 or at the Conference:**

Gold, Silver, Blue, Bronze and Associate .....\$579

Non-Member .....\$779

**CANCELLATION POLICY:** Written cancellation stating reason for same must be received by the conference office **NO LATER THAN August 3, 2018** in order to receive full credit toward a class, workshop or conference to be used by the end of 2019, less a \$50 processing fee. There will be no credit given for cancellations received on or after **August 3, 2018**.

If paying by check, please return completed copy of the on-line registration form and your check mailed to reach the Conference Office by **July 27, 2018** to avoid additional fees to:

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

**PLEASE DO NOT SEND MAIL THAT REQUIRES A SIGNATURE. THIS MAIL CANNOT BE ACCEPTED.**

**PLEASE USE FEDEX FOR OVERNIGHT MAIL. PLEASE CALL PAT HAWKINS AT (916) 686-7928 FOR AN OVERNIGHT MAILING ADDRESS AND/OR ADDITIONAL INFORMATION.**

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



**COURSE #5**

**Ethics in Elections and Voter Registration  
Administration**

Instructor: Cindy Bowling, Ph.D.  
Auburn University  
Auburn, AL

Saturday August 25, 2018.....9:00 a.m. – 4:30 p.m.  
Sunday, August 26, 2018.....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.

**COURSE #6**  
**Communications**

Instructor: Kelly Krawczyk, Ph.D.  
Auburn University  
Auburn, AL

Saturday August 25, 2018.....9:00 a.m. – 4:30 p.m.  
Sunday, August 26, 2018.....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.

**CREDIT FOR THIS COURSE IS GIVEN  
ONLY TO GRADUATE STUDENT  
RENEWING THEIR CERA STATUS**

**COURSE #13**

**The Policy Process Governing Elections and Voter  
Registration**

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

Saturday August 25, 2018.....9:00 a.m. – 4:30 p.m.  
Sunday, August 26, 2018.....8:00 a.m. – 11:00 a.m.

This course will encompass the policy-making process in the U.S. It will focus on the participants in the policy process; the process, intricacies and strategies of making legislation, policy, and rules; different theoretical models of policy-making and decision-making; creating goals and objectives with the formulation of a strategic plan; the basic concepts associated with successful implementation of policies and programs; and the rudiments of program evaluation.

We will incorporate and discuss policy issues that the seminar participants bring to the table, as well as implementation problems or program decisions that participants bring to the table.

**CREDIT FOR THIS COURSE IS GIVEN  
ONLY TO GRADUATE STUDENT  
RENEWING THEIR CERA STATUS**

**COURSE #31**

**Election Storytelling: Effective Use of Information  
About Operations and Finances**

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

Saturday August 25, 2018.....9:00 a.m. – 4:30 p.m.  
Sunday, August 26, 2018.....8:00 a.m. – 11:00 a.m.

Storytelling is a powerful communication tool, and particularly effective when working to align people or organizations around common goals and missions. Aligning goals and missions is important in the election environment, especially when seeking public funding, writing grants, and working with policy makers. This course uses the storytelling method to develop narratives to influence public funders and grant makers as well as those involved in public policy. Participants will create information displays and presentation outlines using election operations data and financial information to make the cases for funding, purchases, and policy change. All data and materials will be provided in the class

# The Election Center

## Professional Education Program Registration

New Orleans, LA  
August 27-28, 2018

To register for a class, go to the Election Center's web site at ([electioncenter.org](http://electioncenter.org)) or enter (<http://www.electioncenter.org/conference.php?id=172>).

Enter your Election Center identification and password.

The registration fee can be paid by credit card or check no later than August 3, 2018. If paying by check, complete the on-line form, click PAY BY CHECK, make a copy of the registration form and send with your check to be **received**, no later than **August 3, 2018**.

### Course 5 Ethics

Platinum, Gold, Silver, Blue, Corporate, \*Bronze and Associate.....\$439  
Non-Member.....\$639

### Course 6 Communications

Platinum, Gold, Silver, Blue, Corporate, \*Bronze and Associate.....\$439  
Non-Member.....\$639

### Course 13 Policy Process

Platinum, Gold, Silver, Blue, Corporate, \*Bronze and Associate.....\$439  
Non-Member.....\$639

### Course 31 Election Storytelling

Platinum, Gold, Silver, Blue, Corporate, \*Bronze and Associate.....\$439  
Non-Member.....\$639

\*Bronze Individual Members who are already CERA or CERV graduates or have taken at least one CERA or CERV class are "grandfathered" and may continue to take CERA or CERV classes at the discounted membership rate.

### **REGISTRATION DEADLINE—August 3, 2018**

**Payments received after August 3, 2018 add \$100 late fee to the above amounts.**

**CANCELLATION POLICY:** Written cancellation stating reason for same must be received by the conference office **NO LATER THAN August 3, 2018** in order to receive full credit toward a class, workshop or conference to be used by the end of calendar year 2019 less a \$50 processing fee. There will be no credit given for cancellations on or after **August 3, 2018**.

If paying by check, please mail a copy of the on-line form and check to be received at the Conference Office by August 3, 2018 to:

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

**PLEASE DO NOT SEND MAIL THAT REQUIRES A SIGNATURE FOR DELIVERY. THIS MAIL CANNOT BE ACCEPTED.**

Please use FedEx for overnight mail. Call Pat Hawkins at (916) 686-7928 for an overnight mail address and/or for additional information.

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



We have blocked rooms for this meeting at the Sheraton  
New Orleans which is located at:

500 Canal Street  
New Orleans, LA  
(504) 595-5500

Room Rate: \$134.00 excluding taxes.  
First night deposit is non-refundable.

Hotel reservation deadline is: **AUGUST 1, 2018**

To make reservations, use the following link:  
[https://www.starwoodmeeting.com/events/start.action?  
id=1803263\\_861&key=105A5AFB](https://www.starwoodmeeting.com/events/start.action?id=1803263_861&key=105A5AFB)

Airport Shuttle Information:  
From Louis Armstrong Airport \$44 round trip

Taxi, approximately \$36 one way

For those of you who will be driving or renting a car,  
these are the hotel's parking rates:

Valet Overnight up to nine hours \$24 plus tax  
Overnight Parking \$46.00/night plus tax

There is no self-parking at the hotel.

# MISCELLANEOUS INFORMATION

## **PLEASE NOTE DEADLINES**

Tour.....	July 15, 2018
Sheraton.....	August 1, 2018
Conference and Classes.....	August 3, 2018
Evening Event.....	August 1, 2018

FOR EXTRA TICKETS FOR THE CERA GRADUATION CEREMONY LUNCHEON, PLEASE CONTACT PAT HAWKINS AT 916-686-7928 **BEFORE** AUGUST 3, 2018.

### **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.

Your advance registration also allows us to better plan for food and beverage functions, seating and training materials. Thank you so much for your cooperation.

**NOTE:** We are unable to accept mail that requires a signature for delivery. Please call (916-686-7928) 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 Monday, August 27, 2018. Thank you.

# THE “BIG EASY” CITY TOUR

Wednesday, August 29, 2018, 9:00 A.M. – 5:00 P.M. \*

We will start our journey through the historic French Quarter past famous landmarks such as the Saint Louis Cathedral and Jackson Square with its old world flavour and its own colorful art colony.

We will travel down Esplanade Avenue and visit St. Louis Cemetery, one of the unique “Cities of the Dead.” Next, you will see what were some of the most devastating spots in the city post Hurricane Katrina. The tour will be centered around viewing some areas that were completely under water. You will also see where the levee broke during the hurricane.

Next, sit back and relax as you wind down St. Charles Avenue following the country’s oldest streetcar line, see Tulane and Loyola Universities as well as beautifully restored mansions. All of the stories and facts will leave you with a real sense of New Orleans true spirit, its proud history and rich culture.

Venture off the avenue to one of New Orleans’ hottest strip of restaurants and shops to Magazine Street! Enjoy lunch on your own at some of the city’s go-to local uptown dining joints.

Following lunch, we will make our way over to where Mardi Gras is made. Since 1947, the artists and craftsmen have designed and built the oldest and biggest parade floats and attractions for each Mardi Gras season, with over 500 floats built and decorated each year. When you begin your Mardi Gras World tour, you’ll get an overview of the history of Mardi Gras in New Orleans before your guide takes you through the float den, where the artists work year-round to build spectacular floats and props. You never get this close to the floats while they’re rolling in Mardi Gras Parades, and this is certainly the only place to see how these amazing pieces come to life each year.

Wear cool casual clothes, comfy shoes and Don’t Forget The Camera!

\*Because of traffic and other uncertainties the end time may not be exact.



# Dinner/Dance On the Mississippi

August 27, 2018

**ADDITIONAL TICKETS:** One ticket is included in your registration fee. If you would like additional tickets, please use a separate form for each additional person.

Please reserve one or more additional tickets for the event at \$75 each. Deadline for additional tickets is **August 3, 2018.**

Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Telephone: Work: \_\_\_\_\_ Home: \_\_\_\_\_  
(For Emergencies)

Fax: \_\_\_\_\_

To pay by credit card go to:

<http://www.electioncenter.org/conference.php?id=172>

If paying by check, please send this completed form and check for \$75 for each additional ticket to:

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

**ATTIRE:** Casual.

If you need additional information, please call Pat Hawkins at (916) 686-7928.

# RESERVATION FORM POST CONFERENCE TOUR THE "BIG EASY" CITY TOUR

**August 29, 2018**

Please complete this form and return with payment to:

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

Number of people attending \_\_\_\_\_ x \$60 = \_\_\_\_\_ (enclosed)

To pay by credit card go to

<http://www.electioncenter.org/conference.php?id=172>

Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

Telephone: Work: \_\_\_\_\_ Home: \_\_\_\_\_

(For Emergencies)

Fax: \_\_\_\_\_

*Suggest that you wear light and casual clothing and comfy shoes.*

**RESERVATION DEADLINE**

**July 15, 2018**

In the past, these trips have almost always sold out and tickets may not be available **after July 15, 2018. Sign up now!**



## Benefits and Services

The Election Center is the premier organization in the U.S. for the training and certification of election and voter registration administrators.

It is through the Election Center that professional certification as a **Certified Elections/ Registration Administrator** (CERA) or **Certified Elections/Registration Vendor** (CERV) can be earned. Membership in The Election Center not only sustains a professional staff operation dedicated to your profession, it also entitles members to certain benefits and services.

**The Professional Education Program** is the most extensive, comprehensive and award winning continuing education program available for elections and voter registration officials which can lead to certification as a Certified Elections/Registration Administrators (CERA) Vendor (CERV) and for Election Monitors from around the world as Certified Elections/Monitor (CEM).

**Email Alerts** are specialized information services which inform members about election-related legislation in Congress and then tracks the progress of legislation on its path to becoming a law. They also inform members of upcoming Election Center events and important news affecting elections and voter registration officials.

**Job Banks** offer the elections community the opportunity to list jobs with the Election Center for inclusion on our website and for distribution to our members nationally.

**EC Surveys** offer a variety of survey opportunities providing a great source of information and answers to various operational issues encountered by voter registration and elections officials.

**EC Consultants** offers members the opportunity for an internal review of their operations by a consulting team of experienced election officials. The consulting team will provide a total review of all office operations from small, medium to large jurisdictions; a review of a specific area of operations; or peer review program to study management, technology and operations issues. Call us today at **(916) 686-7928** or email us at [conferences@electioncenter.org](mailto:conferences@electioncenter.org) to find out how your state can participate!

State Registered Election Officials Program (REO), the REO program is a joint venture between individual states and the Election Center with eight Core Courses taught by Election Center instructors. States can add additional courses and requirements, if they choose, resulting in designation as a State Registered Election Official (REO).

*For more information on Membership levels and descriptions please visit our website [www.electioncenter.org/membership.html](http://www.electioncenter.org/membership.html)*

# **FUTURE ELECTION CENTER CONFERENCES, WORKSHOPS AND MEETINGS**

*(All courses are subject to change)*

## **2019**

January 10-11	JEOLC Ritz Carlton Hotel Pentagon City, Virginia
February TBA	Special Workshop Courses #7, #8 and TBA
April 24-28	Special Workshop The Westin Hotel Virginia Beach, Virginia Courses #9, #10, and TBA
May 7 - 12	PEP Special Session Auburn University Auburn, Alabama Courses #11, #12 and TBA
July 7 - 17	PEP Summer Session Hyatt Regency Milwaukee WI, Courses, #1, #2, #3, #4, #5
August 25 – 29	35th Annual National Conference Hyatt Grand Cypress Hotel Orlando, FL Courses #11, #12 and TBA

# YEARS OF NATIONAL CONFERENCES

1985 New Orleans  
1986 San Diego  
1987 Phoenix  
1988 San Francisco  
1989 Reno  
1990 Washington, DC  
1991 San Antonio  
1992 Nashville  
1993 Los Angeles  
1994 New Orleans  
1995 Chicago  
1996 Boston  
1997 Atlanta  
1998 San Diego  
1999 Orlando  
2000 San Francisco  
2001 New Orleans

2002 San Antonio  
2003 Bal Harbour  
2004 Washington, DC  
2005 Beverly Hills  
2006 Chicago  
2007 New Orleans  
2008 Dallas  
2009 San Diego  
2010 Orlando  
2011 San Antonio  
2012 Boston  
2013 Savannah  
2014 San Francisco  
2015 Houston  
2016 Philadelphia  
2017 Orange County, CA  
2018 New Orleans

**.....TO CONTACT THE ELECTION  
CENTER**

**NATIONAL OFFICE**

21946 Royal Montreal Drive, Suite 100  
Katy, TX 77450

VOICE (281) 396-4309

FAX (281) 396-4315

EMAIL [services@electioncenter.org](mailto:services@electioncenter.org)

**CONFERENCE OFFICE/CONSULTING  
OFFICE**

P.O. Box 965

Elk Grove, CA 95759

VOICE (916) 686-7928

FAX (916) 686-8874

EMAIL [conferences@electioncenter.org](mailto:conferences@electioncenter.org)

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Elk Grove, CA 95759

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