

**COURSE # 3**  
**PLANNING AND BUDGETING**

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

Saturday, April 28, 2018..... 9:00 a.m. – 4:30 p.m.  
Sunday, April 29, 2018 .....:8:00 a.m. – 11:00 a.m.

This course covers strategic management and budgeting. The learning objective is to provide participants with the knowledge and skills required for effective strategic planning and the various budgeting techniques seen in practice. This course links the skills and knowledge of effective planning and budgeting techniques to total quality improvement for elections and voter registration.

**COURSE #4**  
**INFORMATION MANAGEMENT AND TECHNOLOGY**

Instructor: Chris McGinn, Ph.D.  
North Carolina Central University  
Durham, North Carolina

Saturday, April 28, 2018 .....9:00 a.m. – 4:30 p.m.  
Sunday, April 29, 2018 .....8:00 a.m. – 11:00 a.m.

Effective use of modern technology has become a vital part of election and voter registration administration. Automation can greatly improve productivity and efficiency, but needs and solutions must be properly evaluated if expensive and potentially catastrophic problems are to be avoided. The course will focus on types of technology available and will expose participants to types of uses for the technologies. Technology will be examined for the ways it can be used to more effectively serve both the external public as well as the internal needs of our employees and other governmental offices. One principle focus, however, will be to look at how technology changes the nature of the way tasks are accomplished and how to manage those tasks in a changed environment.

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

**COURSE #30**  
**ELECTION ASSESSMENT: TRACKING PERFORMANCE ACROSS THE ELECTION ADMINISTRATION SYSTEM**

Instructors: Kathleen Hale, J.D., Ph.D.  
Auburn University  
Auburn, Alabama

Mitchell Brown, Ph.D.  
Auburn University  
Auburn, Alabama

Saturday, April 28, 2018.....9:00 a.m. – 4:30 p.m.  
Sunday, April 29, 2018 .....8:00 a.m. – 11:00 a.m.

All the votes are in and accounted for, and official election results have been released. Even though the election may be “over”, the work of election officials and voter registrars is not! It is essential to conduct analysis of activities across the election system and to establish systematic feedback about successes, challenges, and solutions. In this course, election administrators and voter registrars will practice system wide assessment approach which includes identifying weaknesses in administrative processes and procedures, evaluating instructions and assessing voter success in casting ballots to reduce voter error, place-based and mail operations and assessing election day and early voting. Results can be used for continuous performance improvement and to educate different audiences and stakeholders including the general public, funding authorities, policy makers, advocacy groups and the media.

**Professional Education Program Registration**  
Milwaukee, Wisconsin  
April 28 - April 29, 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=171>

The registration fee can be paid by credit card or check no later than April 6, 2018. If paying by check, complete the on-line form, click PAY BY CHECK, make a copy of the registration form and send with a check **to be received**, not postmarked, by April 6, 2018.

**Course 3 Planning and Budgeting**  
Platinum, Gold, Silver, Blue, Corporate, \*Bronze and Associate..... \$439  
Non-Member.....\$639

**Course 4 Information Management and Technology**  
Platinum, Gold, Silver, Blue, Corporate, \*Bronze and Associate..... \$439  
Non-Member..... \$639

**Course 30 Election Assessment**  
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—April 6, 2018**

**Payments received after April 6, 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 April 6, 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 no credit given for cancellations received on or after April 7, 2018.**

If paying by check, please send a copy of the on-line registration form and check to:

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

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

Please use Fed Ex for overnight mail. Call Pat Hawkins at (916) 686-7928 for an overnight mailing address.

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

Non-Profit Org.  
U.S. Postage  
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4Guys

**ELECTION CENTER**  
Conference Office  
P.O. Box 965  
Elk Grove, CA 95759



**ELECTION CENTER**

★ 2018 ★

Special Workshop  
April 25 - April 29, 2018

Preparing for the Unexpected  
in the Voter Registration and  
Election Office

Hyatt Regency  
Milwaukee, Wisconsin



**A MESSAGE FROM TIM MATTICE,  
EXECUTIVE DIRECTOR**

Milwaukee is the largest city in the state of Wisconsin and the fifth-largest city in the Midwestern United States. The county seat of Milwaukee County is on Lake Michigan's western shore. Ranked by estimated 2014 population, Milwaukee was the 31st largest city in the United States. Milwaukee is the main cultural and economic center of the Milwaukee metropolitan area.

Milwaukee's nicknamed Cream City because of its distinctive cream colored brick. It is also called Brew City because of its rich brewing history. Milwaukee borders the 22,300 square miles of Lake Michigan. The lake actually touches 14,200 square miles of Wisconsin. The Milwaukee River Walk spans nearly 3 miles along the Milwaukee River, taking you through downtown Milwaukee.

There are 150 restaurants and 17 museums in downtown Milwaukee. Milwaukee is the birthplace of Harley-Davidson and has over 150 state and county parks with over 130 miles of bike trails.

The city is experiencing its largest construction boom since the 1960s. Major new additions to the city in the past two decades include the Milwaukee River Walk, the Wisconsin Center, Miller Park, an expansion to the Milwaukee Art Museum, Milwaukee Repertory Theater, and Pier Wisconsin, as well as major renovations to the UW-Milwaukee Panther Arena. Under construction is the Wisconsin Entertainment and Sports Center that is scheduled to open in 2018.

Milwaukee is your host for the April 2018 Election Center Special Workshop. The theme for the conference will be Preparing for the Unexpected in the Voter Registration and Election Office. We will hear from your colleagues and stakeholders in election administration sharing information on lessons learned from flood and fire catastrophes in 2017, Homeland Security emergency planning assistance, our annual litigation update, our federal partners sharing in emergency planning and resources available to election officials and much more.

We will be offering two CERA/CERV/CEM core courses and a Renewal Course. You can check the inside of this brochure for more information regarding these three classes. We will also be honoring the CERA renewal candidates during the luncheon on Thursday.

We look forward to seeing you in Milwaukee. Please don't delay in reserving your hotel room or registering for the conference. Our room block at the Hyatt Regency Milwaukee will fill up quickly.

Should you have questions or need more details regarding the conference, please call Pat Hawkins, Election Center Conference Director at 916-686-7928 or e-mail Pat at conferences@electioncenter.org.

**Preparing for the Unexpected in the Voter  
Registration and Election Office**

Milwaukee, Wisconsin  
April 25-29, 2018

**Wednesday, April 25**

5:00-8:00 Registration Desk

6:00-7:30 Welcome Reception

**Thursday, April 26**

8:00-3:00 Registration Desk

8:30-9:00 Continental Breakfast

9:00-9:05 Welcome Housekeeping Announcements

9:05-9:35 Elections in Wisconsin

9:35-10:30 Key Note Speaker

10:30-11:00 Break

11:00-11:30 Voter Registration and Elections Litigation Update

11:30-12:15 Election Center Professional Measurement Project

12:15-2:00 CERA Renewal Recognition Luncheon

2:00-3:00 Homeland Security Emergency Planning Assistance

3:00-4:00 Help Putting Together a Plan: Ideas from Suppliers

4:00-5:00 Case Study: Lessons Learned from Dealing with the Unexpected

**Friday, April 27**

8:00-3:00 Registration Desk

8:30-9:00 Continental Breakfast

9:00-10:30 USPS Plan for Dealing with Vote by Mail Ballots in an Emergency Situation

10:30-11:00 Break

11:00-12:00 FVAP Emergency Planning for Military and Overseas Voters

12:00-2:00 No Host Lunch

2:00-3:30 EAC Assistance in Emergency Situations

3:30-4:30 Milwaukee's Emergency Plan

**Saturday, April 28**

8:00-9:00 Registration

Course #3  
Planning and Budgeting

Course #4  
Election and Voter Registration Information Management and Technology

Course #30  
Election Assessment: Tracking Performance Across the Election Administration System

12:00-1:30 Lunch for CERA Students Only

1:30-4:30 Courses Continued

**Sunday, April 29**

Courses Continued

8:00-11:00

Course #3  
Course #4  
Course #30

**Special Workshop Registration**

Milwaukee, Wisconsin  
April 25 - April 27, 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=171>

The registration fee can be paid by credit card or check no later than April 6, 2018. If paying by check, complete the on-line form, click PAY BY CHECK, make a copy of the registration form and send with a check to be received, not postmarked, by April 6, 2018.

**Workshop Registration Fees**

Credit card payment or registration and check received by the conference office no later than April 6, 2018:  
Gold, Silver, Blue, Bronze Corporate and Associate ..... \$459  
Non-Members..... \$659

Credit card payment or registration and checks received after April 6, 2018 or at the workshop:  
Gold, Silver, Blue, Bronze, Corporate and Associate ..... \$559  
Non-Members..... \$759

**Cancellation Policy:**

Written cancellation-stating reason for same must be received by the conference office no later than April 6, 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 no credit given for cancellations received on or after April 7, 2018.***

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Conference Office  
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Elk Grove, California 95759

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Please use Fed Ex for overnight mail. Call Pat Hawkins at (916) 686-7928 for an overnight mailing address.

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



**HYATT  
REGENCY**

We have blocked rooms for this meeting at the Hyatt Regency Milwaukee which is located at:  
333 West Kilbourn Avenue  
Milwaukee, Wisconsin  
(414) 276-1234

**Room Rate:** \$139.00 excluding state and local taxes. First night deposit is non-refundable.

**Room Block is open on February 1, 2018**  
**Hotel reservation deadline is: April 6, 2018**

To make reservations, use the following link:  
<http://aws.passkey.com/go/ELCN2018>

**THERE IS NO SHUTTLE SERVICE TO AND FROM THE AIRPORT**

**CAB FARE FROM THE AIRPORT:**  
Approximately \$40 to \$50 one way

For those of you who will be driving or have a rental car, these are the hotel parking rates:

**VALET PARKING**

0-1 hr ..... \$7.00  
1-2 hrs ..... \$14.00  
2-3.5 hrs ..... \$19.00  
3.5-12 hrs .... \$24.00  
12-24 hrs .... \$31.00

**SELF-PARKING  
ISAAC'S PARKING GARAGE**

330 W. Wells Street  
Milwaukee, Wisconsin  
0-1 hr ..... \$5.00  
1-2 hrs ..... \$10.00  
2-3.5 hrs ..... \$16.00  
3.5-6 hrs ..... \$22.00  
6-12 hrs ..... \$24.00  
2-24 hrs ..... \$31.00

**IMPORTANT WORKSHOP  
INFORMATION**

**DEADLINES**

**Hotel: April 3, 2018**  
(However, if the block of rooms sells out before the deadline, rooms may not be available, or may only be available at a much higher rate.)

**Workshop: April 6, 2018**  
In order to obtain the discounted rate, the registration form and registration fee must be received...not postmarked, no later than April 6, 2018. Please do not send mail that requires a signature.  
***(It cannot be accepted)***

**Classes: April 6, 2018**  
(In order to obtain the discounted rate, the registration form and registration fee must be received...not postmarked, no later than April 6, 2018. Please do not send mail that requires a signature.  
***(It cannot be accepted)***

**There will be no on-site registration for classes only, as seating is limited.**

**On Site Registration**  
Because of security concerns, a computer generated name badge is required to enter the classes, workshop and lunch areas. On Site Registration may delay admission to the workshop. **PLEASE REGISTER IN ADVANCE TO AVOID LATE CHARGES AND A DELAY IN BEING ADMITTED INTO THE WORKSHOP.**

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

Please use Fed Ex for overnight mail. If you need a Fed Ex mailing address, please call Pat Hawkins at (916) 686-7928.