



# AMERICAN ASSOCIATION OF POLITICAL CONSULTANTS

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## **Local Political Consulting Firm Wins National Industry Award**

Local political consulting firm Tom Shepard & Associates, Inc. won a Pollie Award in the category of Direct Mail Absentee Chase for a brochure developed for the No on O campaign in the City of San Marcos. The Pollie Awards, presented by the American Association of Political Consultants (AAPC), are the official awards of the industry and are considered “The Oscars” of political media.

“It’s a tremendous honor to be recognized by your peers,” said Tom Shepard, president of Tom Shepard & Associates, Inc. “We were especially gratified because of the large number of entries and the tremendous competition we faced this year,” he said. Shepard credited campaign director Aimee Remanick and graphic designer Gary Thomas at Aaron, Thomas & Associates for the San Marcos mailer. This is the eleventh time the AAPC has recognized Shepard’s firm for campaign excellence.

Tony Fazio, president of the AAPC, said, “2008 was a huge year for campaigns at all levels. We broke our record, set last year, for most Pollie Award entries received.” Whit Ayres, incoming President, said, “What was most encouraging about this year’s Pollie Awards was the high quality of the work that our judges had to choose from. In both regards this was definitely the ceremony’s best year ever.”

The Pollies are the signature event of the AAPC’s annual conference where consultants from around the world and both sides of the aisle convene to learn about the latest trends in the industry, network, and have a little fun. Recently, the AAPC Pollie Awards have gained in notoriety outside the campaign industry. In 2008, the Pollie awards were featured in a two part episode on Comedy Central’s “The Daily Show with Jon Stewart.”

*Founded in 1969, the AAPC is a multi-partisan organization of political and public affairs professionals dedicated to improving democracy. The AAPC has over 1000 members hailing from all corners of the globe, including 2009 AAPC Campaign Strategist of the Year and Obama Administration Official David Axelrod. It is the largest association of political and public affairs professionals in the world. The AAPC began presenting the Pollie Awards in 1993.*

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