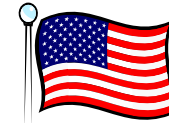




2012 – 2013 Supper Club Series presents:

The Candidate: What it takes to win - and hold - the White House

Featuring Dr. Samuel L. Popkin
Professor of Political Science at UC San Diego
Ph.D., MIT, 1969



Wednesday, September 19, 2012 at the UC San Diego Faculty Club

5:00 PM: Special Reception and Book Signing

Join us for a reception with wine and hors d'oeuvres prior to the program.

5:30 PM: Lecture and Dinner

The Candidate is an essential read for everyone who is watching as President Barack Obama and Mitt Romney square off against each other. Author Samuel L. Popkin shows that to truly survive the most grueling show on earth, presidential hopefuls have to understand the critical factors revealed in The Candidate.

While plenty of political insiders have written about specific campaigns, only Dr. Popkin analyzes what it takes to win the next campaign. Drawing on a lifetime of presidential campaign experience and extensive research, Popkin illuminates the surprising mistakes and the predictable miscues in a riveting account of what goes on inside a campaign and what makes one succeed while another fails.

Samuel L. Popkin is Professor of Political Science at the UC San Diego, who earlier authored the influential book The Reasoning Voter: Communication and Persuasion in Presidential Campaigns. He has served as a consultant to the Carter, McGovern, Clinton (1992), and Gore campaigns on polling and strategy, and to the CBS News election units from 1983 to 1990 on survey design and analysis. He has also served as consultant to political parties in Canada and Europe and to the Departments of State and Defense. He also coauthored Candidates, Issues and Strategies: The Computer Simulation of Presidential Campaigns, and coedited of Chief of Staff: Twenty-Five Years of Managing the Presidency.

Supper Club events include a wine reception, full dinner, and Faculty Club parking in addition to the lecture. To register, please send \$65 per person (\$40 per person if UCSD alumni) and the completed form below to: Social Sciences Supper Club, 9500 Gilman Drive, MC-0502, La Jolla, CA 92093-0502. Please make checks payable to UC Regents

Name(s) _____

Phone _____ Email _____

Number of guests attending _____ Total Amount \$ _____

Paying by credit card, please circle one: AMEX Mastercard VISA

Name on Card _____

Card # _____ Exp Date _____

Reservations or additional information, please contact Marcie Marsh at (858) 246-0372 or mmarsh@ucsd.edu

Upcoming Supper Club Presentations: February 6, 2013: Professor Craig McKenzie
April 24, 2013: UCSD Chancellor Pradeep Khosla

UC San Diego
Division of Social Sciences
9500 Gilman Drive, MC-0502
La Jolla, CA 92093-0502

NON-PROFIT ORG.
U.S. POSTAGE
PAID
SAN DIEGO, CA
PERMIT NO. 1909