

Example of Online Database

Political Candidate Management System (PCMS) is a custom developed, web-based database that was ordered by Progressive Majority to track all past, present, and future candidates and their campaigns. I served as project manager for the development, user testing, training, and implementation of the PCMS database. As project manager, I worked with the political department, development department, and state offices to ensure their needs were met. This involved frequent communication and closely working with the programmer.

The following screenshots are examples of the functionality and capabilities of PCMS.

Below is the homepage after users sign in.

The screenshot shows the PCMS homepage. At the top left is the logo for 'PROGRESSIVE MAJORITY' featuring a stylized sunburst. To the right of the logo, the text 'Political Candidate Management System' is displayed in a dark red banner. Below the logo, a green box indicates the user is logged in as 'Jeff Lucas' with administrator privileges. A vertical menu on the left lists navigation options: Home, Help, Create, Browse, Search, Analyze (with a sub-menu for Datasheet), Manage (with sub-menus for Users, Regions, and Objects), and Logout. The main content area has a yellow header with the word 'Home' and a title 'Welcome to the Political Candidate Management System'. Below the title, a message instructs new users to familiarize themselves with the menu controls. A 'Change my password' button is located below the message.

PROGRESSIVE MAJORITY

Political Candidate Management System

You are logged in as:
Jeff Lucas
You have administrator privileges.

Home

Home


Welcome to the Political Candidate Management System

If you are new to the PCMS system, please familiarize yourself with the menu controls to the left. You can create new candidates, create new campaigns for existing candidates, browse and edit candidates, and run analysis routines to create MS Excel-compatible datasheets, graphical charts and graphs.

[Change my password](#)

In PCMS, there are two types of records, CANDIDATE and CAMPAIGN. CANDIDATE records are the parent records and can have multiple CAMPAIGN records linked to them. The BROWSE navigational link allows quick access to CANDIDATE and CAMPAIGN records.

CANDIDATE



Political Candidate Management System

Browse Candidates


You are logged in as:
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Browse Candidate

ID	Region	First name	Last name	City	State	Farm Team member	First Time Candidate	Gender	Ethnicity	Openly GLBT	Union Member	Year Running	RJC	Edit	Delete
1	AZ	Paula	Abbott	Oro Valley	AZ	No		Female	Latino/a	No	No	2006	Yes		
2	AZ	Ed	Ableser	Tempe	AZ	No		Male	Mixed	No	No	2006	Yes		
3	AZ	Paula	Aboud	Tucson	AZ	No		Female	Caucasian	Yes	No	2006	No		
4	AZ	Amanda	Aguirre	Yuma	AZ	No		Female	Latino/a	No	No	2006	Yes		
5	AZ	Doug	Allsworth	Phoenix	AZ	No		Male	Caucasian	No	No	2006	No		
1873	AZ	Rosemary	Arthur	Glendale	AZ	No	No	Female	Caucasian	No	Yes	2012	No		
6	AZ	Lisa	Black	Scottsdale	AZ	No	No	Female	Caucasian	No	No	2010	No		
1921	AZ	Bernadette	Bolognini	Glendale	AZ	No	No	Female	Caucasian	No	No	2008	No		
7	AZ	Ric	Boyer	Sierra Vista	AZ	No		Male	Caucasian	No	No	2008	No		
1869	AZ	Norman	Bradley	Benson	AZ	No	No	Male	Caucasian	No	Yes	2008	No		
8	AZ	Patrick	Burkhardt	Phoenix	AZ	No	Yes	Male	Caucasian	Yes	Yes	2010	No		
10	AZ	Meg	Burton-Cahill	Tempe	AZ	No		Female	Caucasian	No	No	2006	No		
1588	AZ	Cheryl	Cage	Marana	AZ	Yes	No	Female	Caucasian	No	Yes	2010	No		
2286	AZ	Todd	Camenisch	Tucson	AZ	Yes	No	Male	Caucasian	No	No	2010	No		
11	AZ	Chad	Campbell	Phoenix	AZ	No		Male	Caucasian	No	No	2006	No		
12	AZ	Cloves	Campbell	Phoenix	AZ	No		Male	African American	No	No	2006	Yes		
1452	AZ	Andrei	Cherny	Phoenix	AZ	Yes	No	Male	Caucasian	No	Yes	2010	No		
1325	AZ	Sherri	Connell	Tempe	AZ	No	Yes	Female	Asian/Pacific Islander	No	No	2012	Yes		
14	AZ	Angela	Cotera	Avondale	AZ	Yes	No	Female	Latino/a	No	No	2010	Yes		
15	AZ	Angie	Crouse	Tempe	AZ	No	No	Female	Caucasian	No	No	2012	No		

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CAMPAIGN



Political Candidate Management System

Browse Campaigns

You are logged in as:
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Browse Campaign

ID	Region	Candidate First Name	Candidate Last Name	Candidate Cycle	Board Endorsed	First Time Candidate	Current Office Held	Office Sought	Office Sought Category	Candidate District	Primary Election Date	Type of Race (primary)	Campaign city	Campaign state	Election Result	Edit	Delete
748	AZ	Ed	Ableser	11-2006	2006-06-26	Yes				17	2006-09-12	Open Seat	Tempe	AZ	Won		
749	AZ	Paula	Aboud	11-2006	2006-06-26	Yes				28	2006-09-12	Incumbent	Tucson	AZ	Won		
750	AZ	Amanda	Aguirre	11-2006	2006-06-26	No				24	2006-09-12	Open Seat	Yuma	AZ	Won		
751	AZ	Doug	Allsworth	11-2006	2006-06-26								Phoenix	AZ	Won		
1874	AZ	Rosemary	Arthur	11-2008	2008-09-30	Yes					0000-00-00		Glendale	AZ	Won		
752	AZ	Lisa	Black	11-2006	2006-01-01	Yes				7	2006-09-12	Open Seat	Scottsdale	AZ	Lost		
1922	AZ	Bernadette	Bolognini	11-2008	2008-09-30	Yes				At Large	0000-00-00		Glendale	AZ	Lost		
1870	AZ	Norm	Bradley	11-2008	2008-09-30	No				At Large	2008-09-02	Open Seat	Benson	AZ	Lost		
753	AZ	Patrick	Burkhardt	11-2006	2006-02-26	No					0000-00-00		Phoenix	AZ	Lost		
754	AZ	Meg	Burton-Cahill	11-2006	2006-06-26	Yes				17	2006-09-12	Open Seat	Tempe	AZ	Won		
1589	AZ	Cheryl	Cage	11-2008	2008-06-30	Yes				26	2008-09-02	Open Seat		AZ	Lost		
2352	AZ	Cheryl	Cage	11-2010	2010-05-03	No	None	State House	State House/Assembly	26	2010-08-24	Open Seat		AZ			
2287	AZ	Todd	Camenisch	11-2010	0000-00-00	No	Catalina Foothills School Board	State Senate	State Senate	30	0000-00-00	Open Seat	Tucson	AZ			
2354	AZ	Andrei	Cherny	11-2010	2010-05-03	No		State Treasurer	Statewide		2010-08-24	Open Seat		AZ			
755	AZ	Jeff	Chimene	11-2006	2006-01-01	Yes					2006-09-12	Open Seat	Sonita	AZ	Lost		
1328	AZ	Sherri	Connell	11-2008	2008-06-30	Yes				At Large	2008-09-09	Open Seat	Tempe	AZ	Won		
1400	AZ	Angela	Cotera	11-2008	0000-00-00	Yes				LD 12	2008-09-09	Open Seat	Phoenix	AZ	Lost		
2353	AZ	Angela	Cotera	11-2010	2010-05-03	No	None	State House	State House/Assembly	12	2010-08-24	Open Seat		AZ			
756	AZ	Angie	Crouse	09-2006	2006-06-26	Yes				17	2006-09-12	Open Seat	Tempe	AZ	Lost (P)		
1699	AZ	Andrea	Dalessandro	11-2008	2008-04-25	Yes				District 30	0000-00-00		Green Valley	AZ	Lost		

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The SEARCH tool is one of the most powerful features of PCMS. It allows searches to be performed with any combination of criteria from either CANDIDATE or CAMPAIGN records. Below is search for candidates from Washington state, who are active on the farm team, were under 35 years old as of March 1st and either belong to a union or are female.



You are logged in as:
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privileges.

Search

- Home
- Help
- Create
- Browse
- Search
- ▼ Analyze
 - Datasheet
- ▼ Manage
 - Users
 - Regions
 - Objects
- Logout

Search

Record type to return:

Combination term	
Match:	4 subterms
<input type="text" value="All terms"/>	
Value match term ✕	
<input type="text" value="Candidate.State"/>	= <input type="text" value="WA"/>
Value match term ✕	
<input type="text" value="Candidate.Farm Team member"/>	= <input type="text" value="Yes"/>
Combination term ✕	
Match:	2 subterms
<input type="text" value="Any term"/>	
Value match term ✕	
<input type="text" value="Candidate.Gender"/>	= <input type="text" value="Female"/>
Value match term ✕	
<input type="text" value="Candidate.Union Member"/>	= <input type="text" value="Yes"/>
<input type="button" value="Add sub term"/> <input type="text" value="Value match"/>	
Value match term ✕	
<input type="text" value="Candidate.Birthday"/>	>= <input type="text" value="1975-03-01"/> <small>Format: YYYY-MM-DD</small>
<input type="button" value="Add sub term"/> <input type="text" value="Value match"/>	

You can save this search by bookmarking [this link](#).

Below are the results for the search from the previous page.



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Search

- Home
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- ▼ Analyze
- Datasheet
- ▼ Manage
- Users
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- Objects
- Logout

Found 19 matching records

Search Result

[Modify search parameters](#)

ID	Region	First name	Last name	City	State	Farm Team member	First Time Candidate	Gender	Ethnicity	Openly GLBT	Union Member	Year Running	RJC	Edit	Delete
383	WA	Keri	Andrews	Bellevue	WA	Yes	No	Female	Caucasian	No	No	2011	No		
388	WA	Michelle	Beardshear	Vancouver	WA	Yes	Yes	Female	Caucasian	No	No	2011	No		
2162	WA	Jennifer	Estroff	Ellensburg	WA	Yes	Yes	Female	Caucasian			2013	No		
1382	WA	Oriana	Futrell	Tacoma	WA	Yes	Yes	Female	Caucasian	No	No	2013	No		
1912	WA	Sean	Gallegos	Olympia	WA	Yes	No	Male	Latino/a	No	Yes	2012	Yes		
1341	WA	Megan	Gustafson	Redmond	WA	Yes	Yes	Female	Caucasian	No	No	2011	No		
1378	WA	Jen	Ham	Ellensburg	WA	Yes	No	Female	Caucasian		No	2012	No		
1954	WA	Dusty	Hoerler	Seattle	WA	Yes	Yes	Male	Caucasian	No	Yes	2012	No		
2077	WA	Todd	Iverson	Gig Harbor	WA	Yes	Yes	Male	Caucasian	No	Yes	2010	No		
2136	WA	Tyana	Kelley	Pullman	WA	Yes	No	Female	Caucasian	No	No	2011	No		
1863	WA	Edwina	Mahoney	Fairchild AFB	WA	Yes	Yes	Female	African American	No	No	2011	Yes		
1372	WA	Stacie	McAferly	Spokane	WA	Yes	Yes	Female	African American	No	No	2011	Yes		
1360	WA	Kitara	McClure	Spokane	WA	Yes	Yes	Female	African American	No	No	2011	Yes		
496	WA	Ryan	Mello	Tacoma	WA	Yes	No	Male	Caucasian	Yes	Yes	2011	No		
1353	WA	Sudha	Nandagopal	Seattle	WA	Yes	Yes	Female	Asian/Pacific Islander	No	No	2013	Yes		
529	WA	Kristine	Reeves	Spokane	WA	Yes	Yes	Female	Mixed	No	Yes	2011	Yes		
2161	WA	Bailey	Stober	Kent	WA	Yes	Yes	Male	Mixed		Yes	2011	Yes		
1953	WA	Kayomi	Wada	Federal Way	WA	Yes	Yes	Female	Asian/Pacific Islander	No	No	2011	Yes		
583	WA	Kendee	Yamaguchi	Renton	WA	Yes	Yes	Female	Asian/Pacific Islander	No	No	2011	Yes		

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PCMS also allows users to download data on selected CANDIDATES and CAMPAIGNS in Excel spreadsheets. The download or DATASHEET feature uses the same interface as the SEARCH function. Below is a search for candidates who ran in 2008, were elected, and were in Arizona or Colorado.



Political
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Management
System

You are logged in as:
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Generate Datasheet

- Home
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- Search
- ▼ Analyze
 - Datasheet
- ▼ Manage
 - Users
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- Logout

Edit datasheet filter

Record type to return:

Combination term	
Match: <input type="text" value="All terms"/>	4 subterms
Value match term <input type="button" value="X"/>	
<input type="text" value="Campaign.Candidate Cycle"/>	>= <input type="text" value="11-2008"/> <small>Format: MM-YYYY</small>
Value match term <input type="button" value="X"/>	
<input type="text" value="Campaign.Candidate Cycle"/>	<= <input type="text" value="01-2008"/> <small>Format: MM-YYYY</small>
Value match term <input type="button" value="X"/>	
<input type="text" value="Campaign.Election Result"/>	= <input type="text" value="Won"/>
Combination term <input type="button" value="X"/>	
Match: <input type="text" value="Any term"/>	2 subterms
Value match term <input type="button" value="X"/>	
<input type="text" value="Candidate.State"/>	= <input type="text" value="AZ"/>
Value match term <input type="button" value="X"/>	
<input type="text" value="Candidate.State"/>	= <input type="text" value="CO"/>
<input type="button" value="Add sub term"/>	<input type="text" value="Value match"/>

Next, users select the fields for which they want to download data. With 91 fields, it is a very important to have the ability to select only the desired CANDIDATE fields.



Political Candidate Management System

Generate Datasheet

You are logged in as Jeff Lucas. You have administrator privileges.

- Home
- Help
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- Logout

Select fields to export in datasheet

Select all fields

<< Edit filter
Generate datasheet >>

Contact Information	Person Classification	Personal Demographics	Political Demographics
<input type="checkbox"/> First name	<input type="checkbox"/> Farm Team member	<input type="checkbox"/> Employer	<input type="checkbox"/> Congressional District
<input type="checkbox"/> Middle name	<input type="checkbox"/> Date entered farm team	<input type="checkbox"/> Occupation/Title	<input type="checkbox"/> State SD
<input type="checkbox"/> Last name	<input type="checkbox"/> First Time Candidate	<input type="checkbox"/> Organization	<input type="checkbox"/> State HD
<input type="checkbox"/> Name Suffix	<input type="checkbox"/> Likelihood of Running	<input type="checkbox"/> Birthday	<input type="checkbox"/> County
<input type="checkbox"/> Salutation	<input type="checkbox"/> Date left farm team	<input type="checkbox"/> Gender	<input type="checkbox"/> Precinct
<input type="checkbox"/> Mail name	<input type="checkbox"/> Reason Left Farm Team	<input type="checkbox"/> Ethnicity	<input type="checkbox"/> Region
<input type="checkbox"/> Home address 1	<input type="checkbox"/> Recruitment Method	<input type="checkbox"/> Spouse/Domestic Partner	<input type="checkbox"/> Year Running
<input type="checkbox"/> Home address 2	<input type="checkbox"/> Office Sought	<input type="checkbox"/> Openly GLBT	<input type="checkbox"/> Pipeline prospects
<input type="checkbox"/> City	<input type="checkbox"/> Office Sought Category	<input type="checkbox"/> Union Member	<input type="checkbox"/> Pipeline Mover
<input type="checkbox"/> State	<input type="checkbox"/> Current Office Held	<input type="checkbox"/> Union Name and Local	
<input type="checkbox"/> ZIP code		<input type="checkbox"/> Union Status	
<input type="checkbox"/> Work phone number		<input type="checkbox"/> Education	
<input type="checkbox"/> Work Phone # Extension		<input type="checkbox"/> Children	
<input type="checkbox"/> Fax number		<input type="checkbox"/> Marital Status	
<input type="checkbox"/> Home phone number		<input type="checkbox"/> Party Affiliation	
<input type="checkbox"/> Cel phone number		<input type="checkbox"/> Internal Biography	
<input type="checkbox"/> Email address		<input type="checkbox"/> External Biography	
<input type="checkbox"/> Alternate email address		<input type="checkbox"/> Photo on File	

Analysis Fields	Services Offered	Resources Delivered
<input type="checkbox"/> Major League Potential	<input type="checkbox"/> Camp Wellstone Training	<input type="checkbox"/> Research Polling
<input type="checkbox"/> Leadership Tag	<input type="checkbox"/> Wellstone Advance Campaign Management Training	<input type="checkbox"/> Message Development
<input type="checkbox"/> Questionnaire on File	<input type="checkbox"/> White House Project Training	<input type="checkbox"/> Campaign Plan
<input type="checkbox"/> Questionnaire Score	<input type="checkbox"/> Take Back America Training	<input type="checkbox"/> Fundraising Plan & Budget Writing
<input type="checkbox"/> RJC	<input type="checkbox"/> Center for Policy Alternatives Training	<input type="checkbox"/> Stump Speech/Communications
	<input type="checkbox"/> State Party Training	<input type="checkbox"/> Voter File
	<input type="checkbox"/> Progressive Majority Group Training	<input type="checkbox"/> Staff Placement
	<input type="checkbox"/> Progressive Majority Road Show Training	<input type="checkbox"/> Opposition Research
	<input type="checkbox"/> Media Training	<input type="checkbox"/> Tracking Polling
	<input type="checkbox"/> Steering Committee One-on-One Coaching	<input type="checkbox"/> District Profile
	<input type="checkbox"/> Voter Contact One-on-One Coaching	<input type="checkbox"/> GOTV Plan
	<input type="checkbox"/> Mail One-on-One Coaching	
	<input type="checkbox"/> Phones (paid or volunteer) One-on-One Coaching	
	<input type="checkbox"/> Volunteers One-on-One Coaching	
	<input type="checkbox"/> Debate Preparation One-on-One Coaching	
	<input type="checkbox"/> Paid Media One-on-One Coaching	
	<input type="checkbox"/> Earned Media One-on-One Coaching	
	<input type="checkbox"/> Advanced Campaign Training	
	<input type="checkbox"/> Newly Elected Training	
	<input type="checkbox"/> Constituency-specific training	

Here is the DATASHEET field selection page for CAMPAIGN data downloads. As with CANDIDATE data, there are many CAMPAIGN fields (38 fields) available to be selected for download.



Political
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You are logged in as:
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Generate Datasheet

- Home
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Select fields to export in datasheet

Select all fields

[<< Edit filter](#) [Generate datasheet >>](#)

Campaign Information

- | |
|---|
| <input type="checkbox"/> Candidate First Name |
| <input type="checkbox"/> Candidate Last Name |
| <input type="checkbox"/> Candidate Name Suffix |
| <input type="checkbox"/> Candidate Cycle |
| <input type="checkbox"/> AC Endorsed |
| <input type="checkbox"/> Board Endorsed |
| <input type="checkbox"/> First Time Candidate |
| <input type="checkbox"/> Tier |
| <input type="checkbox"/> Current Office Held |
| <input type="checkbox"/> Office Sought |
| <input type="checkbox"/> Office Sought Category |
| <input type="checkbox"/> Candidate District |
| <input type="checkbox"/> Filing Deadline |
| <input type="checkbox"/> Declaration of Candidacy |
| <input type="checkbox"/> Primary Election Date |
| <input type="checkbox"/> Type of Race (primary) |
| <input type="checkbox"/> General Election Date |
| <input type="checkbox"/> Type of Race (General) |
| <input type="checkbox"/> Potential Post General Outcome |
| <input type="checkbox"/> Democratic Performance |
| <input type="checkbox"/> Committee Name |
| <input type="checkbox"/> Campaign Manager |
| <input type="checkbox"/> Campaign Address 1 |
| <input type="checkbox"/> Campaign Address 2 |
| <input type="checkbox"/> Campaign city |
| <input type="checkbox"/> Campaign state |
| <input type="checkbox"/> Campaign ZIP code |
| <input type="checkbox"/> Campaign Phone Number |
| <input type="checkbox"/> Campaign Manager Phone Number |
| <input type="checkbox"/> Campaign Website |
| <input type="checkbox"/> Can Website Accept Donations |
| <input type="checkbox"/> Campaign Email Address |
| <input type="checkbox"/> Campaign Manager Email |
| <input type="checkbox"/> Direct Contributions |
| <input type="checkbox"/> Candidate Fundraising |
| <input type="checkbox"/> Under 35 on Election Day |
| <input type="checkbox"/> Internal 6 Week Projection |
| <input type="checkbox"/> Election Result |

Here is the Excel spreadsheet containing the CAMPAIGN data for winning campaigns in 2008 in Arizona and Colorado.

PCMSExport-Campaign-20100721-023746-jefflucas - Microsoft Excel non-commercial use

Home Insert Page Layout Formulas Data Review View Acrobat

Cut Copy Paste Format Painter Clipboard Font Alignment Number Styles Cells Editing

PCMS Datasheet

Generated on Wed, 21 Jul 2010 02:37:46 -0600 by Jeff Lucas (jefflucas)

Campaign records

Record ID	Parent Record ID	Candidate First	Candidate Last	Candidate Cycle	AC Endorsed	Board Endorsed	First Time Candi	Tier	Candidate Distric	Filing Deadline	Declarati
1310	1309	Evie	Hudak	November-08	2008-05-21	2008-06-03	No	2	SD 19	0000-00-00	2007-05-2
1311	222	Joe	Neguse	November-08	2008-05-21	2008-06-03	Yes	2	2 CD	0000-00-00	0000-00-0
1322	1256	Wally	White	November-08	2008-07-15	2008-07-31	No	2	District 3 (At-Larg	0000-00-00	2008-01-2
1327	1326	Mark	Stegeman	November-08	0000-00-00	2008-06-30	Yes		At Large	0000-00-00	0000-00-0
1328	1325	Sherri	Connell	November-08	0000-00-00	2008-06-30	Yes		At Large	0000-00-00	0000-00-0
1329	69	Rochelle	Wells	November-08	0000-00-00	2008-09-30	No		At Large	0000-00-00	0000-00-0
1374	28	Marquisha	Griffin	February-08	0000-00-00	2008-01-31	Yes	1	At Large	0000-00-00	0000-00-0
1394	1351	Rick	Heumann	November-08	0000-00-00	2008-04-25	No	1	At Large	0000-00-00	0000-00-0
1397	61	Robin	Stamp	November-08	0000-00-00	2008-04-25	Yes		38	0000-00-00	0000-00-0
1499	1498	Joe	Miklosi	November-08	2008-05-21	2008-06-03	Yes	2	HD 9	2008-06-21	2007-07-1
1587	1586	Liz	Meza	November-08	0000-00-00	2008-06-30	Yes		At Large	0000-00-00	0000-00-0
1594	1593	Carolyn	Lane	November-08	0000-00-00	2008-07-31	Yes		Arcadia-Biltmore	0000-00-00	0000-00-0
1621	1617	Susan (Su)	Ryden	November-08	2008-07-15	2008-07-31	Yes	2	36	0000-00-00	0000-00-0
1633	1632	Rae	Waters	November-08	0000-00-00	2008-07-31	No	1	20	0000-00-00	0000-00-0
1653	73	Corey	Woods	May-08	0000-00-00	2008-01-31				0000-00-00	0000-00-0
1665	21	Pat	Fleming	November-08	0000-00-00	2008-03-31	No		25	0000-00-00	0000-00-0
1738	165	Dan	Gibbs	November-08	2008-07-15	2008-07-31	No		16	0000-00-00	0000-00-0
1741	233	Dianne	Primavera	November-08	0000-00-00	2008-07-01	No		33	0000-00-00	0000-00-0
1742	1410	Dennis	Apuan	November-08	2008-07-15	2008-07-31	Yes		17	0000-00-00	0000-00-0
1844	1843	Carl	Zaragoza	November-08	0000-00-00	0000-00-00	Yes		14	0000-00-00	0000-00-0
1845	1842	Mathew	Jewett	November-08	0000-00-00	2008-08-31	No		14	0000-00-00	0000-00-0
1846	1841	Steven	Sarkis	November-08	0000-00-00	2008-08-31	Yes		Arcadia-Biltmore	0000-00-00	0000-00-0
1874	1873	Rosemary	Arthur	November-08	0000-00-00	2008-09-30	Yes			0000-00-00	0000-00-0
1879	1835	Monisha	Merchant	November-08	2008-09-04	2008-08-31	Yes		7	0000-00-00	0000-00-0

Campaign

Ready