

# PACIFIC STRATEGIES

435 E. Riverview Avenue, Suite C  
 Orange, CA 92865  
 Phone: 714-998-9307

# INVOICE

**Grantee Ref #:** 138  
**Unique Invoice #:** OCERS1H3Y1C  
**Invoice Received Date:** 08/21/2008  
**Contract #:** C-227  
**Program:** Professional and Technical Services--Pacific Strategies

To: Children and Families Commission of Orange County  
 17320 Redhill Avenue, Suite 200  
 Irvine, CA 92614-5644

CONTRACT TERM SPECIFY BEGINNING AND ENDING DATE OF CONTRACT	MAXIMUM GRANT OBLIGATION SPECIFY TOTAL AMOUNT OF CONTRACT
June 1, 2007 - July 31, 2009	\$295,000

Note that the following line items specified in this claim must be the same line items specified in the contract

Billing Dates:	CURRENT CLAIM	PRIOR YTD	TOTAL CLAIMED YTD	BUDGET	BALANCE
07/01/2008 - 07/31/2008					
Labor - Commission Support	\$3,820.00	\$36,120.00	\$39,940.00	\$93,500.00	\$53,560.00
Subcontracts: 1	\$9,709.85	\$76,817.22	\$86,527.07	\$201,500.00	\$114,972.93
<b>TOTAL</b>	<b>\$13,529.85</b>	<b>\$112,937.22</b>	<b>\$126,467.07</b>	<b>\$295,000.00</b>	<b>\$168,532.93</b>

Exported:	Excluded	Receipts Reviewed:	Yes
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PO Number	FUND	AGCY	ORG	ACTY	OBJ BS ACCT	SUB OBJ	REPT CATG	VENDOR NUMBER	JOB NUMBER	Amount
PO225R0030752.0901	225	225	300		1900	13		X04478	F000C227	\$13,529.85

Receipts for all expenses included in this invoice have been received and reviewed in accordance with Exhibit C to this Agreement.

This is to certify that Contractor has or will maintain accurate records and source documents evidencing expenditures actually incurred in the performing of our agreement including; a statement of services provided each month, general ledgers, supporting journals, time sheets, invoices, cancelled checks or bank statements, receipts, and receiving records. Further, that no government funds have been or will be supplanted and the services provided under our agreement enhance or establish new services to Orange County families with children five years of age or younger.

Invoice Prepared By: Tillie Martinez

Invoice Ready For Approval By: \_\_\_\_\_

Reviewed by: Kelly Pijl(08/21/2008)

Invoice Processed By: Tillie Martinez (08/22/2008)

Second Commission Approval By: \_\_\_\_\_

Final Approval By: \_\_\_\_\_

APPROVED [Signature] DATE 8/22/08 \$ 13,529.85

FUND	AGCY	ORG	ACTY	OBJ/BD ACCT	SUB OBJ/	REPLY CATG
225	225	300		1900	13	

JOB # F000C227

Orange County, California  
 Financial Services Division



**Pacific Strategies**  
435 E. Riverview Avenue  
Orange, CA 92865

**Invoice**

Date	Invoice #
8/21/2008	138

<b>Bill To</b>
Children & Families Commission/OC 17320 Redhill Avenue, Ste. 200 Irvine, CA 92614

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	Period July 1 through July 31, 2008: Public relations services	13,529.85	13,529.85
		<b>Total</b>	\$13,529.85

Pacific Strategies Labor Detail – July 2008

<u>Project</u>	<u>Employee</u>	<u>HrsDt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>
CFCOC	Cunningham, Matthew	7/1/08	200.00 ✓	2.0	400.00 ✓	Client work related to Cox "Grand Slam" proposal.
	Cunningham, Matthew	7/2/08	200.00	1.3	260.00 ✓	Pitching Steel op-ed; revising Dunn op-ed into Bill Campbell op-ed..
	Cunningham, Matthew	7/3/08	200.00	2.5	500.00 ✓	Finishing revision of Dunn op-ed into Campbell op-ed.
	Cunningham, Matthew	7/8/08	200.00	0.5	100.00 ✓	Dealing with SB Sun on placement of Steel op-ed; alerting MR.
	Cunningham, Matthew	7/10/08	200.00	3.0	600.00 ✓	Discussing re-write of Campbell op-ed with Campbell staff; making resulting revisions to op-ed.
	Cunningham, Matthew	7/11/08	200.00	1.0	200.00 ✓	Further revisions to Campbell op-ed; phone and e-mail with KC, Matt Petteruto and MR.
	Cunningham, Matthew	7/14/08	200.00	1.5	300.00 ✓	Follow-up on Steel op-ed in SB Sun and Inland valley Daily Bulletin; working on FR Golden Pen placement.
	Cunningham, Matthew	7/15/08	200.00	1.0	200.00 ✓	E-mail correspondence with MR, BD, TP, KC; follow up on FR, OC Tax, Prop. 10.
	Cunningham, Matthew	7/16/08	200.00	1.0	200.00 ✓	Internal communication and coordination re Prop. 10/Cox, OC Tax.
	Cunningham, Matthew	7/17/08	200.00	0.7	140.00 ✓	Prop. 10/Cox-related communications.
	Cunningham, Matthew	7/18/08	200.00	1.1	220.00 ✓	Coordinating letter to editor.
	Cunningham, Matthew	7/21/08	200.00	1.5	300.00 ✓	Prop. 10/Cox related correspondence; revising Casa Teresa letter; teleconference with MR.
	Cunningham, Matthew	7/31/08	200.00	2.0	400.00 ✓	July 1 thru 31: reviewing/ responding to various e-mail correspondence.
<b>Total for July 2008</b>				<b>19.1</b>	<b>\$3,820.00 ✓</b>	

**Employee Position**  
Matthew Cunningham: Principal/Partner

Project  
PCFC.6889.01XX.T

Activity	Employee Name	Hrs Dt	Bill Rate	Hours	Billable Amt	Comments
	Deeley, Brenda	7/01/08	300.00	0.25	75.00	Calls with Matt Ross re: various projects; review communication from Matt Cunningham and Mike Ruane re: various initiatives and projects
	Deeley, Brenda	7/02/08	300.00	0.25	75.00	Review & edit monthly activity report for June
	Deeley, Brenda	7/03/08	300.00	0.25	75.00	Review Healthy Smiles event invitation; provide Eve Barker & Carr Rodgers with comments; review notes from Healthy Smiles committee meeting; e-mails with Mike Ruane re: team hours budgets; advise Carolyn Baker on homeless shelters/homeless prevention press release
	Deeley, Brenda	7/07/08	300.00	0.25	75.00	Review draft Bill Campbell op-ed
	Deeley, Brenda	7/08/08	300.00	0.25	75.00	Outline priorities and hours budgets for Mike Ruane and Kelly Piji
	Deeley, Brenda	7/09/08	300.00	0.25	75.00	Review & edit monthly activity report for June
	Deeley, Brenda	7/11/08	300.00	0.25	75.00	Review & edit Healthy Smiles pitch; provide Kate Mossbarger with direction for story angle; review updated memo for calendar alert placements
	Deeley, Brenda	7/14/08	300.00	0.25	75.00	Review OC Fair booth media pitch; follow up with Kate Mossbarger re: revisions to Healthy Smiles calendar alert; review OC Fair media outreach plan
	Deeley, Brenda	7/15/08	300.00	0.25	75.00	E-mails with Matt Ross & Matt Cunningham re: various recommendations for follow up on Shawn Steel op-ed
	Deeley, Brenda	7/17/08	300.00	0.25	75.00	Debrief with Kate Mossbarger on KDOC media event; call with Kate Mossbarger to discuss follow up with OC Fair Communications Department to provide media with story ideas
	Deeley, Brenda	7/21/08	300.00	0.25	75.00	Call with Matt Ross re: pending projects & new ideas
	Deeley, Brenda	7/29/08	300.00	0.50	150.00	Call with Matt Ross re: Sacramento op-ed & 10th anniversary rollout opportunities; draft agenda for client team meeting; call Lisa Burke re: drowning prevention campaign
	Deeley, Brenda	7/31/08	300.00	0.25	75.00	Prep for client team meeting
	Erickson, Kirsten	7/07/08	70.00	0.50	35.00	Media recap update
	Erickson, Kirsten	7/16/08	70.00	1.00	70.00	Calendar updates and media recap updates
	Erickson, Kirsten	7/18/08	70.00	0.50	35.00	Media recap update
	Erickson, Kirsten	7/28/08	70.00	0.50	35.00	Binder updates
	Erickson, Kirsten	7/30/08	70.00	0.25	17.50	Media recap and check for Healthy Smiles Anniversary event
	Ginnaty, Marcus	7/01/08	210.00	5.75	1,207.50	Discuss client meeting with Brenda. Draft HomeAid press release and copy for partner communications. Update scope of work. Route drafts to Brenda. Revise and send to client. Provided direction to Kate on July projects and priorities.
	Ginnaty, Marcus	7/02/08	210.00	0.25	52.50	Proof case studies and provide feedback to Kate. Edit MAR.
	Ginnaty, Marcus	7/03/08	210.00	0.50	105.00	Provide direction to Kate on HomeAid press release. Provide counsel to Carolyn Baker on characterizing Prop 10 issue in her correspondence with Yvette Cabrera at the OC Register.
	Ginnaty, Marcus	7/08/08	210.00	1.50	315.00	Review and edit briefing book. Provide direction to Kate. Work on messaging and prep for CPS meeting.
	Ginnaty, Marcus	7/09/08	210.00	2.50	525.00	Prepare for and participate in AAA CPS meeting. Send follow up note to CPS team on data needed for messaging.

347.50

<u>Project</u>	<u>Activity</u>	<u>Employee Name</u>	<u>Hrs.Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>
		Account Supervisor	7/14/08	210.00	0.25	52.50	Provide direction on OC Fair pitch.
		Account Supervisor	7/16/08	210.00	0.25	52.50	Provide direction to Kate on OC Fair media opp.
		Account Supervisor	7/22/08	210.00	0.25	52.50	Send note to team with PRWeek article. Prepare for Friday site visit at Delhi.
		Account Supervisor	7/24/08	210.00	0.25	52.50	Coordinate meeting reschedule.
		Account Supervisor	7/25/08	210.00	1.50	315.00	Site visit for CPS event.
		Account Supervisor	7/29/08	210.00	2.00	420.00	Meet with team at CPS event demo at Westminster Mall.
		Account Supervisor	7/31/08	210.00	0.25	52.50	Prepare for client meeting.
		Account Executive	7/01/08	160.00	1.50	240.00	Clip Irvine World News story and send to client; edit case studies; contact LEAPS for clarification on case study info.; go over press release distribution with Marcus.
		Account Executive	7/02/08	160.00	2.25	360.00	Sue re: LEAPS question; review Healthy Smiles event update finish revising case studies; revise Commission press release on expansion of homeless prevention program; draft MAR.
		Account Executive	7/03/08	160.00	1.50	240.00	Revise Commission press release on expansion of homeless prevention program; edit monthly activity report; revise case studies; distribute press release and draft recap report.
		Account Executive	7/07/08	160.00	2.00	320.00	Follow-up calls re: HomeAid homeless prevention program expansion press release; coordinate Time-Warner SoCal News follow-up interview; upload press release to OC Metro Web site; review/edit updated Healthy Smiles media outreach recap; send final case studies to program contacts.
		Account Executive	7/08/08	160.00	2.00	320.00	Coordinate SoCal News interview; draft briefing sheet and send to spokespeople; edit Healthy Smiles case study per comments from Sandra Bolton; update source database; edit CFC media list contacts for Healthy Smiles pre-event pitching.
		Account Executive	7/09/08	160.00	0.50	80.00	Draft Healthy Smiles anniversary pitch.
		Account Executive	7/10/08	160.00	0.50	80.00	Finish drafting Healthy Smiles Anniversary pitch.
		Account Executive	7/11/08	160.00	0.25	40.00	E-mail to client re: OC Register story (Yvette Cabrera); follow-up call to SoCal News re: interview; follow-up e-mails to Kelly and Carolyn; edited and sent updated Healthy Smiles media outreach recap.
		Account Executive	7/14/08	160.00	1.50	240.00	Review OC Fair info and photos; draft OC Fair pitch and media plan; send plan and pitch to client.
		Account Executive	7/15/08	160.00	1.00	160.00	Research target media contacts and send OC Fair pitch.
		Account Executive	7/16/08	160.00	4.00	640.00	Clip articles; follow calls for OC Fair pitch; contact Lisa Burke about traffic to OC Fair booth for media opportunities; coordinate with KDOC-TV for on-site interviews at OC Fair; facilitate on-site interviews; update e-mail to client.
		Account Executive	7/17/08	160.00	1.50	240.00	Media monitoring for KDOC-TV story; follow-up with news director; convert photos to JPEG and send booth photos to Moms Blog; update e-mail to client; contact OC Fair communications about additional media opportunities.
		Account Executive	7/18/08	160.00	0.75	120.00	Media monitoring for KDOC-TV segment; clip and send OC Metro Business clip to client; send Healthy Smiles calendar outreach to client.
		Account Executive	7/23/08	160.00	0.25	40.00	Clip OCMoms.com coverage and send to client.

4117.5

<u>Project</u>	<u>Activity</u>	<u>Employee Name</u>	<u>Account Executive</u>	<u>Hrs Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>	
		Mossbarger, Katie	Account Executive	7/24/08	160.00	3.00	480.00	Distribute OC Fair pitch to TV; attend Healthy Smiles committee meeting; submit calendar announcement for Festival of Children online calendar; begin revising Healthy Smiles anniversary pitch.	
		Mossbarger, Katie	Account Executive	7/25/08	160.00	0.50	80.00	Look into Healthy Smiles case study statistics and respond to April Rudge's e-mail; follow-up calls to TV planning editors for OC Fair pitch.	
		Mossbarger, Katie	Account Executive	7/30/08	160.00	0.25	40.00	Clip Festival of Children calendar listing and send to client.	
		Ross, Matthew	Vice President	7/01/08	250.00	1.00	250.00	Reviewed possible sites to send reporters to cover the Latino Caucus support of First 5, reviewed comments by legislative leaders, worked on July 7th press release, suggested July dates	
		Ross, Matthew	Vice President	7/15/08	250.00	0.50	125.00	Monitored op-ed, developed possible follow-up regarding the piece, talked with Michael about Sacramento opportunities.	
		Ross, Matthew	Vice President	7/16/08	250.00	1.50	375.00	Met with Kelly Pili, Lin Batten, Sherry Novick and Erin Blount to discuss strategies for the remainder of the year. Established tasks for everyone and will begin moving forward with another op-ed	
		Ross, Matthew	Vice President	7/17/08	250.00	0.50	125.00	Worked on lining up op-ed authors	
		Ross, Matthew	Vice President	7/18/08	250.00	1.00	250.00	Talked with Kelly Pili regarding 10th anniversary report and op-ed for Sacramento Bee, confirmed Kevin Johnson's participation with the op-ed.	
		Ross, Matthew	Vice President	7/24/08	250.00	0.50	125.00	Followed up with Sacramento First Five, waiting to hear from Mayor Fargo	
		Ross, Matthew	Vice President	7/29/08	250.00	0.50	125.00	Talked with Sherry Novick and Carol Baker, followed up on Sac Bee op-ed	
		Ross, Matthew	Vice President	7/30/08	250.00	0.50	125.00	Talked with Judy Lin of the Sacramento Bee, followed up with Sherry Novick, Michael Ruane and Carol Baker	
<b>Subtotal for Activity:</b>							50.75	9665.00	✓
<b>Total for Project: PCFC-6889.01XX.T</b>							50.75	9,665.00	

\*Activity Code not required

- Pacific Strategies.Gen

2100

Line Description	Name	ID #	AP Invoice No.	Transaction Description	Amount
PCFC.6889.01XX.E	Pacific Strategies,Gen				

**DIRECT COSTS**

TELEPHONE	Premiere Conferencing	9034778	01596303	Telephone - LD	15.99 ✓
TELEPHONE					15.99
TRANSPORTATION	Kate Mossbarger	7058087	EXSC0058087	OC Fair parking	5.00 ✓
TRANSPORTATION	Kate Mossbarger	7058087	EXSC0058087	OC Fair (26 - 14 = 12 m)	7.02 ✓
TRANSPORTATION	Brenda Deeley	7057896	EXSC0057896	Healthy Smiles mtg 30-14=16mi	8.08 ✓
TRANSPORTATION	Kate Mossbarger	7058400	EXSC0058400	Healthy Smiles (29-14 = 15 m)	8.76 ✓
TRANSPORTATION					28.86 ✓

Total DIRECT COSTS:

PCFC.6889.01XX.E

44.85 ✓



# Premiere

Global Services

## invoice PAGE 1

INVOICE NUMBER 01596303  
 INVOICE DATE 07/12/2008  
 ACCOUNT NO. 216217  
 DUE DATE 08/11/2008  
 TAX ID 58-2421656  
 AMOUNT DUE USD\$257.77

### Customer Information

NCG Porter Novelli/Irvine  
 Accounts Payable NCG Porter Novelli/Irvine  
 PO Box 1651  
 Grand Central Station  
 NEW YORK, NY 10163-1651  
 USA

V# 9031778

### Account Summary 06/13/2008 - 07/12/2008

<b>Previous Activity</b>	
Previous Balance	\$257.94
Payments	(\$257.94)
Adjustments	\$0.00
<b>Balance</b>	<b>\$0.00</b>
<b>Current Charges</b>	
Total Pre-tax	\$252.37
Federal Excise Tax (FET)	\$0.00
State and Other	\$0.00
Regulatory Cost Recovery Fee	\$5.40
Total Tax/Other	\$5.40
<b>Total Current Charges</b>	<b>USD\$257.77</b>
<b>Total Amount Due</b>	<b>USD\$257.77</b>
Total calls this invoice	13
Total participants this invoice	39
Total minutes this invoice	1426

### Important Messages

NOTIFICATION OF PRICE CHANGE  
 In your next billing cycle, the following price change will be effective:

Scheduled Board Conference Plus  
 Reservation fee: \$7.50 per call made  
 through Reservations  
 Presentation Management - Budget  
 Hour Rate - \$75

This fee will replace any standard  
 pricing for the above listed services and  
 are being applied to all direct America  
 customers.

### Billing Inquiry

For questions about your bill, please  
 e-mail

Customer Service@PremiereGlobal.com

PCFC.6889.01 = \$15.99



**Expense Report**

**Date:** 07/18/2008 **Ref#:** EXSC0058087  
**Employee Name:** Kate Mossbarger **Status:** Closed  
**Charge Office:** SC  
**Department:** Construction & Land Use  
**Approver:** Marcus Ginnaty

Date	Billing Code	Work Code	Description	Amount
07/23/2008	SC PCFC.6889.01XX.E	800 Transportation	OC Fair parking	\$5.00
07/23/2008	SC PCFC.6889.01XX.E	800 Transportation	OC Fair (26 - 14 = 12 m) @.585	\$7.02

**Comments:**

**Total Expenses:** \$12.02

**Expense Report**

**Date:** 06/26/2008 **Ref#:** EXSC0057896  
**Employee Name:** Brenda Deeley **Status:** Closed  
**Charge Office:** SC  
**Department:** Construction & Land Use  
**Approver:** Linda Martin

Date	Billing Code	Work Code	Description	Amount
06/24/2008	SC PCFC.6889.01XX.E	800 Transportation	Healthy Smiles mtg 30-14=16	\$8.08

**Comments:** @ 50.5¢

**Total Expenses:** \$8.08

**Expense Report**

**Date:** 07/31/2008 **Ref#:** EXSC0058400  
**Employee Name:** Kate Mossbarger **Status:** Closed  
**Charge Office:** SC  
**Department:** Construction & Land Use  
**Approver:** Marcus Ginnaty

Date	Billing Code	Work Code	Description	Amount
07/24/2008	SC PCFC.6889.01XX.E	800 Transportation	Healthy Smiles (29-14 = 15 n	\$8.76

@ 5854

**Comments:**

**Total Expenses:**