

# PACIFIC STRATEGIES

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

# INVOICE

Grantee Ref #: 150  
 Unique Invoice #: OCERS6D5H5A  
 Invoice Received Date: 02/14/2009  
 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 - June 30, 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
01/01/2009 - 01/31/2009					
Labor - Commission Support	\$4,690.00	\$60,331.00	\$65,021.00	\$93,500.00	\$28,479.00
Subcontracts: 1	\$8,135.20	\$159,695.99	\$167,831.19	\$201,500.00	\$33,668.81
<b>TOTAL</b>	<b>\$12,825.20</b>	<b>\$220,026.99</b>	<b>\$232,852.19</b>	<b>\$295,000.00</b>	<b>\$62,147.81</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	\$12,825.20

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(02/19/2009)

Invoice Processed By: Tillie Martinez (02/20/2009)

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

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

APPROVED [Signature] DATE 2/20/09 12,825.20

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

JOB # F000C227  
 Orange County Children and Families Commission



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

**Invoice**

Date	Invoice #
2/14/2009 ✓	150 ✓

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

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	Period January 1-31, 2009: Public relations services ✓	12,825.20	12,825.20
<b>Total</b>			\$12,825.20 ✓

Pacific Strategies Labor Detail – January 2009

<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	1/5/09	200.00	2.0	400.00	Reviewing Governor's budget proposal and coverage of it; reviewing team correspondence on subject. Corresponding with MR on topic; teleconference with KC and follow up.
	Cunningham, Matthew	1/6/09	200.00	1.4	280.00	Revising First5facts proposal, reviewing/responding on correspondence.
	Cunningham, Matthew	1/7/09	200.00	2.0	400.00	Monthly CFCOC meeting.
	Cunningham, Matthew	1/12/09	200.00	0.5	100.00	Phone call to K. Crowley.
	Cunningham, Matthew	1/13/09	200.00	3.9	780.00	Reviewing media reports on Prop. 10 and nudge pressures; e-mail correspondence on topic; drafting and circulating a response; reviewing/responding to e-mail correspondence; monitoring 1/13 John and ken attack on First 5.
	Cunningham, Matthew	1/14/09	200.00	0.5	100.00	Phone call with Mike Ruane; correspondence.
	Cunningham, Matthew	1/23/09	200.00	1.0	200.00	Arranging meeting with HH, billing follow-up; reviewing e-mail correspondence.
	Cunningham, Matthew	1/24/09	200.00	1.25	250.00	Account management.
	Cunningham, Matthew	1/28/09	200.00	3.0	600.00	Reviewing KC's op-ed; phone conference with Brenda Deeley; checking with Debbie Cavers on end-of-month meeting.
	Cunningham, Matthew	1/29/09	200.00	2.6	520.00	End-of-month meeting; sending prior op-ed materials to Marcus.
	Cunningham, Matthew	1/30/09	200.00	2.0	400.00	Meeting with Hugh Hewitt.
	Cunningham, Matthew	9/30/08	200.00	3.3	660.00	January 1 thru 31; reviewing/responding to various client-related materials and e-mail correspondence.
<b>Total for January 2009</b>				23.45	\$4,690.00	

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

**Project**  
PCFC:6889.01XX.T

<u>Activity</u>	<u>Employee Name</u>	<u>Title</u>	<u>Hrs Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Cell Comments</u>
	Deeley, Brenda	Senior Vice President	1/05/09	300.00 ✓	0.50	150.00	Review 10 major programs & budget information; call with Matt-Ross-to discuss; review-Commissioner press release on Governor's FY 09/10 budget
	Ginnaty, Marcus	Account Supervisor	1/07/09	210.00 ✓	0.25	52.50	Discuss December client meeting with Kate and potential January projects.
	Mossbarger, Katie	Account Executive	1/07/09	160.00 ✓	1.25	200.00	Review 10 programs information from Mike Ruane; update Marcus on projects this month; contact Kelly Pijl about 10 programs next steps; draft monthly activity report.
	Deeley, Brenda	Senior Vice President	1/08/09	300.00 ✓	0.25	75.00	Discuss follow up on 10 priority programs with Kelly Pijl
	Mossbarger, Katie	Account Executive	1/08/09	160.00 ✓	0.25	40.00	Compile list of case studies written; talk with Brenda about b-roll for 10 programs; search for coverage of early literacy events in OC Metro and OC Family.
	Deeley, Brenda	Senior Vice President	1/09/09	300.00 ✓	0.25	75.00	Review & edit monthly activity report
	Mossbarger, Katie	Account Executive	1/09/09	160.00 ✓	0.25	40.00	Revise monthly activity report per feedback from Brenda.
	Ross, Matthew	Vice President	1/09/09	250.00	1.00	250.00	Prepare for February discussions and review articles
	Deeley, Brenda	Senior Vice President	1/13/09	300.00 ✓	0.25	75.00	E-mails with client team, Matt Ross & Matt Cunningham re: Sacramento Bee article; review draft letter-to-the-editor
	Ross, Matthew	Vice President	1/13/09	250.00 ✓	1.50	375.00	Review Sac Bee article, provide input to move forward, obtained information about teh budget
	Ross, Matthew	Vice President	1/14/09	250.00 ✓	1.00	250.00	Review sac bee story, review release, develop plan to garner more support for our position
	Ross, Matthew	Vice President	1/15/09	250.00 ✓	0.50	125.00	Talk with Kelly
	Ross, Matthew	Vice President	1/16/09	250.00 ✓	1.00	250.00	Conference call with Kelly regarding the upcoming week.
	Blanton, Julia	Account Executive	1/21/09	160.00 ✓	1.00	160.00	Edited and distributed press release.
	Deeley, Brenda	Senior Vice President	1/21/09	300.00 ✓	0.25	75.00	Review & edit agenda for client team meeting; follow up with Carolyn Baker on status of Essentials for Young Lives committee formation
	Mossbarger, Katie	Account Executive	1/21/09	160.00 ✓	0.50	80.00	Draft agenda for client team meeting and send around to team; Matt Ross re: media advisory distribution; contact Kelly Pijl about approval on advisory distribution.
	Ross, Matthew	Vice President	1/21/09	250.00 ✓	0.50	125.00	Work on distributing press release, make last minute edits
	Mossbarger, Katie	Account Executive	1/23/09	160.00 ✓	0.25	40.00	Marcus and Brenda re: scheduling team meeting next week; route draft client meeting agenda around to team for input.
	Mossbarger, Katie	Account Executive	1/26/09	160.00 ✓	0.25	40.00	Check for Ladera Ranch Magazine article about Early Literacy Program; contact editor to follow up on date of publication.
	Deeley, Brenda	Senior Vice President	1/27/09	300.00 ✓	1.00	300.00	Internal team meeting; call Matt Cunningham re: projects; review revised agenda for client team meeting
	Ginnaty, Marcus	Account Supervisor	1/27/09	210.00 ✓	1.25	262.50	Prepare for and lead internal team meeting. Call and send memo to Kelly Pijl regarding media training.

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Mossbarger, Katie	Account Executive	1/27/09	160.00 ✓	2.00	320.00 ✓	Team meeting with Brenda and Marcus to discuss pending projects; update client meeting agenda; create b-roll worksheet document; add visual ideas to worksheet; call Lisa Burke re: AAA car seat program and send update to Marcus and Brenda. Call with Matt Cunningham re: projects & strategy Prepare for client meeting. Contacted Ladera Ranch resident about current issue of Ladera Ranch Magazine; draft monthly activity report.
Deeley, Brenda	Senior Vice President	1/28/09	300.00 ✓	0.25	75.00 ✓	Prepare for tomorrow's conference call
Ginnaty, Marcus	Account Supervisor	1/28/09	210.00 ✓	0.25	52.50 ✓	Participate in client team meeting; meeting with internal team to make assignments; review & edit dental study key messages & pitch
Mossbarger, Katie	Account Executive	1/28/09	160.00 ✓	1.25	200.00 ✓	Participate in client meeting. Review CDA report. Meet with Kate and Brenda on next steps on op-ed, media pitch and HomeAid letter. Edit pitch notes and pitch letter for media pitch. Provide direction to Kate. Work on CFC op-ed.
Ross, Matthew	Vice President	1/28/09	250.00 ✓	0.50	125.00 ✓	Review CA Dental Assoc. report and summary; discuss pitch with Marcus and Brenda; draft talking points for pitch, prep media list and make calls to targeted OC Register reporters; draft pitch note and send to media with study.
Deeley, Brenda	Senior Vice President	1/29/09	300.00 ✓	1.75	525.00 ✓	Participate in client meeting; draft note to Kelly and Kristen Thompson about PN Styles research on literacy and volunteerism; send note with summary research; draft conference report; begin drafting Essentials for Young Lives HomeAid letter.
Ginnaty, Marcus	Account Supervisor	1/29/09	210.00 ✓	4.50	945.00 ✓	Check in with Kate Mossbarger on progress with dental study pitch; discuss feedback from reporters & additional media targets with Marcus Ginnaty; review conference report for 1/29 client team meeting
Mossbarger, Katie	Account Executive	1/29/09	160.00 ✓	3.00	480.00 ✓	Work on op-ed. Follow up on media training for Kelly Piji. Internal discussions on media pitch. Call with Sacramento office for input on Brian Joseph at OC Register. Provide direction to Kate.
Mossbarger, Katie	Account Executive	1/29/09	160.00 ✓	3.50	560.00 ✓	Send pitch on dental study to Tony Barboza at LA Times; follow up with voice message; research Campbell opinion pieces for op-ed; contact Second Harvest about warehouse space for Essentials for Young Lives; distribute conference report to client team; pitch Prop 10/Dental Study to local print, radio and OC broadcast media; draft outreach recap and send to client team.
Ross, Matthew	Vice President	1/29/09	250.00 ✓	1.50	375.00 ✓	
Deeley, Brenda	Senior Vice President	1/30/09	300.00 ✓	0.75	225.00 ✓	
Ginnaty, Marcus	Account Supervisor	1/30/09	210.00 ✓	2.50	525.00 ✓	
Mossbarger, Katie	Account Executive	1/30/09	160.00 ✓	4.25	680.00 ✓	
					39.25	8,127.50 ✓
Subtotal for Activity: 00000						
Total for Project: PCFC.6889.01XX.T - Pacific Strategies.Gen					39.25	8,127.50

15 587.50

\*Activity Code not required

Line Description	Name	ID #	AP Invoice No.	Transaction Description	Amount
PCFC-6889.01XX.E	Pacific Strategies, Gen				
<b>DIRECT COSTS</b>					
MILEAGE/PARKING	Kate Mossbarger	7061873	EXSC0061873	Client meeting (28-14 = 14)	7.70
MILEAGE/PARKING					7.70
<b>Total DIRECT COSTS:</b>					<b>7.70</b>
			PCFC-6889.01XX.E		7.70

# Expense Report

**Date:** 01/20/2009 **Ref#:** EXSC0061873  
**Employee Name:** Kate Mossbarger **Status:** Closed  
**Charge Office:** SC  
**Department:** Construction & Land Use  
**Approver:** Marcus Ginnaty

Date	Billing Code	Work Code	Description	Amount
01/29/2009	SC PCFC.6889.01XX.E	800 Transportation	Client meeting (28-14 = 14) <sup>55¢</sup>	\$7.70

**Comments:**

**Total Expenses:** \$7.70