



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

**Received**

JAN 25 2010

**CFCOC**

**Invoice**

Date	Invoice #
1/23/2010	154a

<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 December 1 through December 31, 2009: Public Relations Services  <div style="text-align: center;"> <p><b>OK TO PAY</b> <u>see attached</u></p> <p><b>DATE</b> _____</p> </div> <div style="text-align: center;"> <p>APPROVED <i>Barbara Hillig</i> \$ <u>12,542.50</u>  <u>2/2/10</u></p> <table border="1"> <tr> <th>FUND</th> <th>DEPT</th> <th>BUDGET CONTROL</th> <th>UNIT</th> <th>OBJECT</th> <th>DEPT OBJ</th> </tr> <tr> <td>225</td> <td>V225</td> <td>225</td> <td>3000</td> <td>1900</td> <td>1300</td> </tr> </table> <p>JOB # <u>F000C264</u>  <small>CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY</small></p> </div> <div style="text-align: center;"> <p><u>VC0000003938</u></p> <p><u>DO-V225-10012762</u></p> </div>	FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ	225	V225	225	3000	1900	1300	12,542.50	12,542.50
FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ										
225	V225	225	3000	1900	1300										
<b>Total</b>			\$12,542.50												

**Martinez, Tillie**

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**Subject:** FW: Pacific Strategies December 2009 labor details

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**From:** Pijl, Kelly  
**Sent:** Monday, February 01, 2010 4:44 PM  
**To:** Martinez, Tillie  
**Subject:** RE: Pacific Strategies December 2009 labor details

Thanks Tillie -- I approved the invoice for payment. Kelly

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**From:** Martinez, Tillie  
**Sent:** Monday, February 01, 2010 4:30 PM  
**To:** Pijl, Kelly  
**Subject:** RE: Pacific Strategies December 2009 labor details

So Sorry, Kelly. Here is the invoice for C-264. Your calculation is correct.

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**From:** Pijl, Kelly  
**Sent:** Monday, February 01, 2010 4:24 PM  
**To:** Martinez, Tillie  
**Subject:** RE: Pacific Strategies December 2009 labor details

Tillie,

I did not receive an invoice. I only received labor reports for Pacific Strategies, Porter Novelli and Ross & Associates. I assume the labor reports are for contract #C-264 and that the total is \$12,542.50. If this is accurate, I would approve that amount for December 2009. Can you please confirm?

Thank you,  
Kelly

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**From:** Martinez, Tillie  
**Sent:** Monday, February 01, 2010 1:39 PM  
**To:** Pijl, Kelly  
**Subject:** FW: Pacific Strategies December 2009 labor details

Hi Kelly, I haven't heard back from you on this invoice and checking with you to see if you need additional info to approve. Tillie

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**From:** Martinez, Tillie  
**Sent:** Tuesday, January 26, 2010 2:09 PM  
**To:** Pijl, Kelly  
**Subject:** FW: Pacific Strategies December 2009 labor details

Hi Kelly, attached is Pacific Strategies December invoice. Please approve or advise.

Thanks,  
Tillie

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**From:** Matthew Cunningham [mailto:matt@pacific-strategies.com]  
**Sent:** Saturday, January 23, 2010 7:55 PM

**To:** Martínez, Tillie  
**Subject:** December 2009 labor details

Tillie:

Here are the details to accompany the December 2009 invoice.

Matthew Cunningham  
Pacific Strategies  
714.998.9307 work  
714.504.4106 cel  
[matt@pacific-strategies.com](mailto:matt@pacific-strategies.com)

**Pacific Strategies Labor Detail – December 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	12/1/09	200.00	3.1	620.00	Reviewing state budget and Prop. 10 coverage; writing response to Chris Reed blog post; phone with KC..
	Cunningham, Matthew	12/2/09	200.00	3.0	600.00	CFCOC monthly meeting; coordinating response to Chris Reed post; posting December Director's Message blog and FB.
	Cunningham, Matthew	12/7/09	200.00	1.7	340.00	Updating blog/FB re LAO report; reviewing media; planning with comm. Team.; updating blog/FB with e-newsletter content.
	Cunningham, Matthew	12/14/09	200.00	1.0	200.00	Phone conference with Matt Ross; reviewing media coverage; planning.
	Cunningham, Matthew	12/15/09	200.00	3.0	600.00	Updating blog/FB; SEO research; media review; comm. team coord. And planning.
	Cunningham, Matthew	12/17/09	200.00	2.7	540.00	Updating blog/FB; acct. mgt. (billing); reviewing media, media alerts, comm. Team planning/coord.
	Cunningham, Matthew	12/18/09	200.00	0.6	120.00	Reviewing media coverage; planning; acct. mgt. team coord.
	Cunningham, Matthew	12/21/09	200.00	3.5	700.00	Comm. Team coord.; reviewing media coverage; updating blog/FB re HV Boys and Girls Club; weekly call with Matt Ross; message strategizing.
	Cunningham, Matthew	12/22/09	200.00	2.2	440.00	Reviewing media coverage; reviewing LAO report; message strategizing.
	Cunningham, Matthew	12/23/09	200.00	2.0	400.00	Updating blog re First 5 Ventura child care program, armory shelter motel voucher program; reviewing media coverage; acct. mt.
	Cunningham, Matthew	12/24/09	200.00	1.5	300.00	Reviewing media coverage; updating FB and Blog re pediatric specialist loan program.

Cunningham, Matthew	12/28/09	200.00	4.0	800.00	Reading Fresno Bee story on First 5 Fresno County, part 1; sharing with team with analysis and suggested responses; comm. Team coord.; acct. mgt; posting pediatric loan program and armory funding blog posts to Topix.com; reviewing media coverage of loan repayment program; posting to Topix, blog, FB
Cunningham, Matthew	12/30/09	200.00	2.3	460.00	Reviewing media coverage; writing response to FR post; conf. with KC re that response.
Cunningham, Matthew	12/31/09	200.00	4.5	900.00	Reviewing OC Register editorial; preparing & coordinating response; finishing response to Fleischman; phone with KF and MR; phone conference with comm. team; reviewing loan repayment Q & A; creating FB ad for Commission
Cunningham, Matthew	12/31/09	200.00	4.0	800.00	December 1 through 31: reviewing/ responding to various client-related materials, e-mail correspondence and phone calls.

**Total for December 2009**

✓  
39.1      \$7820.00 ✓

**Employee Position**

Matthew Cunningham: Project Lead

Project	Activity	Employee Name	Title	Hrs. Dt.	Bill Rate	Hours	Billable Amt	Cell Comments
PCFC.6889.01XX.T		Deeley, Brenda	Senior Vice President	12/01/09	300.00	0.25	75.00	Discuss media list development for pediatric loan repayment program with Marcus Ginnaty; review status of pending projects & action items
		Ginnaty, Marcus	Account Supervisor	12/01/09	210.00	0.25	52.50	Correspondence regarding media lists with K. Crowley.
		Ginnaty, Marcus	Account Supervisor	12/02/09	210.00	1.50	315.00	Research AAP holiday safety tips, Pitching and follow up on Injury and Violence Prevention Program press release, Prepare for team meeting.
		Deeley, Brenda	Senior Vice President	12/03/09	300.00	1.00	300.00	Participate in client team meeting
		Ginnaty, Marcus	Account Supervisor	12/03/09	210.00	1.00	210.00	Participate in client meeting.
		Ginnaty, Marcus	Account Supervisor	12/06/09	210.00	1.00	210.00	Draft MAR
		Deeley, Brenda	Senior Vice President	12/07/09	300.00	0.25	75.00	Review Grow Up Great cover letter, discuss with Marcus Ginnaty; review & edit monthly activity report for November
		Deeley, Brenda	Senior Vice President	12/08/09	300.00	0.25	75.00	Confer with team re: letter-to-the-editor
		Ginnaty, Marcus	Account Supervisor	12/10/09	210.00	0.25	52.50	Call with Kathleen Freed regarding January newsletter.
		Ginnaty, Marcus	Account Supervisor	12/11/09	210.00	1.00	210.00	Outreach to Jason Cassma at Good to Go from Head to Toe program at Preland City for newsletter. Research program on Web site.
		Deeley, Brenda	Senior Vice President	12/15/09	300.00	0.25	75.00	Review deliverables binder
		Ginnaty, Marcus	Account Supervisor	12/15/09	210.00	0.75	157.50	Prepare for and participate in call with Jason Cassma on Good to Grow from Head to Toe program for Jan. e-newsletter; Coordinate phone interview with Marc Lerner from Help Me Grow program.
		Ginnaty, Marcus	Account Supervisor	12/16/09	210.00	3.50	735.00	Prepare and participate in call with Marc Lerner. Work on e-newsletter. Grantee profile for Good to Go from Head to Toe and send to program manager for review. Draft December Monthly Activity Report.
		Ginnaty, Marcus	Account Supervisor	12/17/09	210.00	0.50	105.00	Revise Good to Grow profile per feedback. Revise Three Questions per feedback. Send newsletter copy to client.
		Deeley, Brenda	Senior Vice President	12/18/09	300.00	0.25	75.00	Review January newsletter copy
						12.00	2,722.50	
						12.00	2,722.50	

Subtotal for Activity: 00000 \*Activity Code not required

Total for Project: PCFC.6889.01XX.T - Pacific Strategies.Gen

# INVOICE



ROSS & ASSOCIATES

1364 Fitch Way  
Sacramento, CA 95864  
Phone (916) 206-9818

INVOICE #106  
DATE: JANUARY 23, 2010

**TO:**

Matthew Cunningham  
Pacific Strategies  
435 E. Riverview Avenue, Suite C  
Orange, CA 92865  
Phone (714) 998-9307

**FOR:**

Children and Families Commission of Orange County –  
December 1-31 work

DESCRIPTION	AMOUNT
Daily monitoring of Capitol events listed for any actions that may impact the Orange County Children and Families Commission.	
Daily review of Capitol Press Corps stories as well as Capitol social medium sites such as Facebook, MySpace and blogs for any stories pertaining to First 5.	
Participate in monthly conference call/meeting on December 3 with CFCOC and Matt Cunningham.	
Participate on December 18 conference call with Kelly Pjil and Homeaid.	
Review response to Chris Reed of the San Diego Union-Tribune.	
Talk with Senate Sergeants and Senate Rules staff regarding HomeAid event.	
Weekly planning call with Matt Cunningham.	
Review and comment on Fresno Bee stories.	
Draft "partnership rather than piggy bank" letter.	
Review response to Jon Fleischman's blog posting	
Monitor budget rumors including LA Times story highlighting some proposals.	
TOTAL	\$2,000.00

Make all checks payable to Ross & Associates

Payment is due within 30 days.

If you have any questions concerning this invoice, contact Matt Ross at (916) 206-9818 or rossandassociates@comcast.net.

**Thank you for your business!**