



Pacific Strategies
 435 E. Riverview Avenue
 Orange, CA 92865

Invoice

| Date | Invoice # |
|------------|-----------|
| 12/17/2007 | 119 |

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

| P.O. No. | Terms | Project |
|----------|-------|---------|
| | | |

| Quantity | Description | Rate | Amount | | | | | | | | | | | | | | |
|---|--|--|--------------|-----------------|-------------|---------------|------|-----------------|-------------|---------------|-----|-----|-----|--|------|----|--|
| | Period November 1 - November 30, 2007: Public relations services | 4,257.50 | 4,257.50 | | | | | | | | | | | | | | |
| OK TO PAY DATE <u>1.09.08</u> | | APPROVED: <u>Barbara Piller</u> \$ <u>4257.50</u> DATE <u>1/10/08</u> | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <th>FUND</th> <th>AGCY</th> <th>ORG</th> <th>ACTY</th> <th>OBJ/ BD ACCT</th> <th>SUB OBJ/</th> <th>REPLY CATS</th> </tr> <tr> <td>225</td> <td>225</td> <td>300</td> <td> </td> <td>1900</td> <td>13</td> <td> </td> </tr> </table> | | | | FUND | AGCY | ORG | ACTY | OBJ/ BD ACCT | SUB OBJ/ | REPLY CATS | 225 | 225 | 300 | | 1900 | 13 | |
| FUND | AGCY | ORG | ACTY | OBJ/ BD ACCT | SUB OBJ/ | REPLY CATS | | | | | | | | | | | |
| 225 | 225 | 300 | | 1900 | 13 | | | | | | | | | | | | |
| JOB # <u>F000C227</u> Orange, CA Children and Families Commission | | | | | | | | | | | | | | | | | |
| Total | | | \$4,257.50 ✓ | | | | | | | | | | | | | | |

Pacific Strategies Labor Detail – November 2007

| <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 | 11/6/07 | 200.00 | 2.5 | 500.00 | Attending CFCOC Commissioners meeting. |
| | Cunningham, Matthew | 11/13/07 | 200.00 | 1.3 | 260.00 | Coordinating with CFCOC and Diocese Education office on toothbrush distribution. |
| | Cunningham, Matthew | 11/14/07 | 200.00 | 1.0 | 200.00 | Coordinating with Diocese on Healthy Smiles toothbrush distribution; internal team tele-conferencing; scheduling mid-year meeting with Mike Ruane. |
| | Cunningham, Matthew | 11/15/07 | 200.00 | 0.5 | 100.00 | Coordinating with Diocese on Healthy Smiles toothbrush distribution. |
| | Cunningham, Matthew | 11/27/07 | 200.00 | 0.3 | 60.00 | Confirming lunch with MR and BD; follow up with Diocese re Healthy Smiles and Garrett Anderson poster; rescheduling end-of-month meeting |
| | Cunningham, Matthew | 11/28/07 | 200.00 | 0.8 | 160.00 | Conference call with Brenda Deeley/Porter Novelli; account management. |
| | Cunningham, Matthew | 11/28/07 | 200.00 | 2.5 | 500.00 | Mid-year overview meeting with Mike Ruane and Brenda Deeley. |
| | Cunningham, Matthew | 11/30/07 | 200.00 | 1.5 | 300.00 | Oct. 1 thru 30: reviewing/responding to e-mail correspondence. |
| Total for August ^{November} 2007 | | | | ✓ 10.4 | ✓ \$2,080.00 | |

SD Irvine Labor Detail - November 2007

| Project | Activity | Employee Name | Hrs Dt | Bill Rate | Hours | Billable Amt | Cell Comments |
|------------------|----------|-------------------|----------|-----------|-------|--------------|---|
| PCFC.6889.01XX.T | 00000 | Deeley, Brenda | 11/01/07 | 300.00 | 0.25 | 75.00 | Meet with Marcus Ginnaty to discuss feedback on November action plan from Kelly Piji; discuss alternate approaches for November media outreach; review Bookfair media coverage |
| | | Ginnaty, Marcus | 11/01/07 | 210.00 | 0.50 | 105.00 | Call with Kelly Piji. Debrief with Brenda. |
| | | Mossbarger, Katie | 11/01/07 | 140.00 | 0.75 | 105.00 | Monitor community papers for Bookfair coverage; clip articles and send to client. |
| | | Mossbarger, Katie | 11/02/07 | 140.00 | 0.25 | 35.00 | Monitor community papers for Bookfair coverage; clip articles and send to client. |
| | | Mossbarger, Katie | 11/05/07 | 140.00 | 1.00 | 140.00 | Clip B&N bookfair coverage and send to client (.25); draft MAR (.75). |
| | | Ginnaty, Marcus | 11/06/07 | 210.00 | 0.50 | 105.00 | Follow up with Southwest Airlines contact regarding inflight magazine article and ticket stuffers. Contact JDecaux VP regarding unsold ad space in JWA. |
| | | Ginnaty, Marcus | 11/07/07 | 210.00 | 1.25 | 262.50 | Review site visit notes. Call For OC Kids Neurodevelopmental center to set up follow up phone interview on story ideas. Follow up with Susan Valot at KPCC for coffee or lunch. Call with Sanaz Cheraz. Call with Dr. Donnelly. |
| | | Ginnaty, Marcus | 11/08/07 | 210.00 | 0.25 | 52.50 | Call with Kelly Piji. Follow up with Lisa Burke for contact info for airport marketing opportunities. Call with Help Me Grow coordinator. |
| | | Ginnaty, Marcus | 11/12/07 | 210.00 | 0.25 | 52.50 | Follow up on airport marketing opps. |
| | | Ginnaty, Marcus | 11/13/07 | 210.00 | 0.75 | 157.50 | Call with Lisa Burke. Follow up on unsold ad space opp. Correspondence with KPCC-FM reporter Susan Valot. |
| | | Deeley, Brenda | 11/14/07 | 300.00 | 0.25 | 75.00 | Send project update to Kelly. E-mails with Matt Cunningham re: projects & deadlines; call Matt Cunningham to coordinate meeting with Mike Ruane |
| | | Ginnaty, Marcus | 11/14/07 | 210.00 | 0.50 | 105.00 | Call with Rebecca Hernandez. |
| | | Ginnaty, Marcus | 11/16/07 | 210.00 | 0.25 | 52.50 | Call with Kelly Piji on projects. |
| | | Mossbarger, Katie | 11/27/07 | 140.00 | 0.25 | 35.00 | Review November Action Plan and research December pitch story ideas. |
| | | Deeley, Brenda | 11/28/07 | 300.00 | 2.25 | 675.00 | Meet with Mike Ruane to discuss account, strategic planning & projects; meet with Kate to review ideas for new pitches on Kid Builders and MOMS |
| | | Mossbarger, Katie | 11/28/07 | 140.00 | 0.50 | 70.00 | Research December pitch story ideas; discuss story ideas with BD. |
| | | Deeley, Brenda | 11/30/07 | 300.00 | 0.25 | 75.00 | Provide Todd Priest with news clips for distribution to elected officials; call & e-mail Todd Priest |

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|-------------------------------------|-----------------------------|-------|------------|
| Subtotal for Activity: 00000 | *Activity Code not required | 10.00 | 2,177.50 |
| Total for Project: PCFC.6889.01XX.T | - Pacific Strategies.Gen | 10.00 | 2,177.50 ✓ |