

PACIFIC STRATEGIES

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

INVOICE

Grantee Ref #: 143
 Unique Invoice #: OCERS9I3V3L
 Invoice Received Date: 11/06/2008
 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
09/01/2008 - 09/30/2008					
Labor - Commission Support	\$3,340.00	\$44,120.00	\$47,460.00	\$93,500.00	\$46,040.00
Subcontracts: 1	\$27,884.11	\$97,952.96	\$125,837.07	\$201,500.00	\$75,662.93
TOTAL	\$31,224.11	\$142,072.96	\$173,297.07	\$295,000.00	\$121,702.93

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	\$31,224.11

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 Piji(11/06/2008)

Invoice Processed By: Tillie Martinez (11/06/2008)

Second Commission Approval By: _____

Final Approval By: _____

APPROVED: [Signature] DATE: 11/6/08 \$ 31,224.11

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 #
11/5/2008 ✓	143 ✓

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

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
✓	Period September 1-30, 2008: Public relations services	31,224.11	31,224.11
		Total	\$31,224.11 ✓

Pacific Strategies Labor Detail – September 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	9/16/08	200.00 ✓	0.5	100.00 ✓	E-mail correspondence on passed state budget, its impacts on Prop. 10 and going forward.
	Cunningham, Matthew	9/24/08	200.00	1.0	200.00 ✓	Teleconference with Kathi Crowley; reviewing proposed end-of-month agenda; billing
	Cunningham, Matthew	9/25/08	200.00	3.7	740.00 ✓	End-of-month meeting; billing; reviewing Early Literacy Fund paper; account mgt..
	Cunningham, Matthew	9/26/08	200.00	1.5	300.00 ✓	Prep for meeting with Steve Greenhut; e-mail correspondence and teleconferencing; reviewing LA First 5 newsletter.
	Cunningham, Matthew	9/29/08	200.00	5.0	1,000.00 ✓	Lunch with MR and Steve Greenhut; reviewing end of month conference report; account management; reviewing CFCOC materials
	Cunningham, Matthew	9/30/08	200.00	5.0	1,000.00 ✓	September 1 thru 30: reviewing/ responding to various client-related materials and e-mail correspondence.
Total for September 2008				✓ 16.7	✓ \$3,340.00	

Employee Position
 Matthew Cunningham: Principal/Partner



Many Minds. Singular Results.™

Bill To:

Pacific Strategies
Attn: Matthew Cunningham
435 E. Riverview Ave
Suite C
Orange CA 92865

Remit To:

Porter Novelli, Inc.
1838 Solutions Center
Chicago, IL 60677-1008

Billing for: SEPTEMBER 2008
Invoice Number: INV-0001936137
Invoice Date: October 20, 2008
Terms: NET 30
Client Code: PCFC.6889.01XX
Client Name: Pacific Strategies.Gen

Line Description	Hours	Amount
PUBLIC RELATIONS SVS		
Subtotal PUBLIC RELATIONS SVS		\$27,832.50 ✓
DIRECT COSTS		
MILEAGE/PARKING		51.61
Subtotal DIRECT COSTS		\$51.61 ✓
Total for Invoice INV-0001936137:		27,884.11 ✓
Total Amount Due : USD		27,884.11

Project
PCFC.6889.01XX.T

<u>Activity</u>	<u>Employee Name</u>	<u>Hrs Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Cell Comments</u>
	Ginnaty, Marcus	9/02/08	210.00 ✓	3.75	787.50 ✓	Work on CPS messaging and materials. Call with Lisa Burke.
	Mossbarger, Katie	9/02/08	160.00 ✓	2.00	320.00 ✓	Contact MainPlace Mail about Read for the Record event; contact Anne Olin; update media list; follow up on Healthy Smiles pitches; prepare Healthy Smiles invites and mail to media; distribute media alert.
	Mossbarger, Katie	9/03/08	160.00 ✓	3.50	560.00 ✓	Follow-up calls, e-mails to OC Register, LA Times, Daily Pilot, OCBJ, OC Family and The Current on Healthy Smiles anniversary pitch, prepare for and attend Healthy Smiles committee meeting.
	Ginnaty, Marcus	9/04/08	210.00 ✓	0.75	157.50 ✓	Finalize CPS messages and route to client team for review.
	Mossbarger, Katie	9/04/08	160.00 ✓	1.25	200.00 ✓	Send calendar alert to OC Register's Our Towns; e-mail to Healthy Smiles re: event photography disclaimer and prizes; proof CPS key messages document; follow-up calls to Daily Pilot, LA Times, OC Register and The Current; provide update to team on pitching; follow up with MainPlace about Read for the Record event.
	Deeley, Brenda	9/05/08	300.00 ✓	1.00	300.00 ✓	Discuss Read for the Record event planning with Kate Mossbarger; draft celebrity reader invitation letter
	Goldblatt, Alexa D	9/05/08	70.00 ✓	1.75	122.50 ✓	Created, and researched information for the mailing database.
	Mossbarger, Katie	9/05/08	160.00 ✓	0.25	40.00 ✓	Send Read for the Record update to client; discuss reader mailing list research with Alexa; send draft reader letter to Kelly Pijl for approval.
	Deeley, Brenda	9/08/08	300.00 ✓	0.25	75.00 ✓	Follow up with Kate Mossbarger on status of database development for Read for the Record local celebrities; review Kelly Pijl's revisions to letter
	Ginnaty, Marcus	9/08/08	210.00 ✓	0.75	157.50 ✓	Work on logistics for CPS media event. Call with Delhi regarding tables and chairs. Follow up with team to confirm meeting. Work on press materials.
	Mossbarger, Katie	9/08/08	160.00 ✓	1.00	160.00 ✓	Follow up with MainPlace mail about Read for the Record event; update on database and letter to Kelly Pijl; call Anne Olin re: Read for the Record event; update to client.
	Deeley, Brenda	9/09/08	300.00 ✓	0.25	75.00 ✓	Review & edit: Monthly Activity Report
	Ginnaty, Marcus	9/09/08	210.00 ✓	3.00	630.00 ✓	Prepare for CPS meeting. Participate in CPS meeting. Discuss workload and CPS projects with Kate.
	Mossbarger, Katie	9/09/08	160.00 ✓	3.00	480.00 ✓	Follow-up with MainPlace about Read for the Record exhibit space; e-mails with Kelly Pijl and Anne Olin re: exhibit; media follow-up calls for Healthy Smiles anniversary event; review progress on Read for the Record database; update calendar coverage memo and clip new calendar coverage; go over Read for the Record database research and calendar listing with Jonathan; draft monthly activity report; contact Woodbury about reaching Jason Lezak for Read for the Record event; provide Healthy Smiles outreach update to client.
	Deeley, Brenda	9/10/08	300.00 ✓	0.25	75.00 ✓	Review revised letter & media advisory
	Denham, Jonathan	9/10/08	70.00 ✓	2.50	175.00 ✓	Worked on calendar announcement and researched reader recruitment database list.
	Ginnaty, Marcus	9/10/08	210.00 ✓	1.50	315.00 ✓	Work on logistics for CPS event. Call with Lisa Burke. Call with graphic designer. Send update to team with actions.
	Goldblatt, Alexa D	9/10/08	70.00 ✓	0.75	52.50 ✓	Work on budget spreadsheet. Research and call AV vendors. Call with Gabriel at Delhi. Researched contact information for database.

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1/8

<u>Project</u>	<u>Activity</u>	<u>Employee Name</u> Mossbarger, Katie	<u>Account Executive</u>	<u>Hrs Dt</u> 9/10/08	<u>Bill Rate</u> 160.00 ✓	<u>Hours</u> 2.50	<u>Billable Amt</u> 400.00 ✓	<u>Cell Comments</u>
		Ross, Matthew	Vice President	9/10/08	250.00 ✓	0.50	125.00 ✓	Revise monthly activity report and call Matt Ross for clarification on labor detail entry; follow up with MainPlace mail about Read for the Record Event; review draft calendar announcement and provide feedback to Jonathan; edit reader recruitment letter per Kelly Pijji's feedback; follow-up media calls and emails for Healthy Smiles event; call with Carin Rodgers from Healthy Smiles about media check-in at event; edit calendar announcement; send draft calendar announcement, revised letter and mailing database to client.
		Denham, Jonathan	Support Staff	9/11/08	70.00 ✓	2.00	140.00 ✓	talked with First 5 Sacramento about upcoming donations, worked on spokesperson for First 5 Worked on reader recruitment list. Made various phone calls to news stations. Researched web reader contact info.
		Ginnaty, Marcus	Account Supervisor	9/11/08	210.00 ✓	3.75	787.50 ✓	Edit CPS media alert and route revised version to team. Work on coordinating logistics for CPS event with Delhi Community Resource Center. Call with Gabriel at Delhi. Call with Lisa Burke. Call with Elaine Beno. Work on signage copy and dimensions. Route to graphic designer. Work on press release and talking points for event.
		Mossbarger, Katie	Account Executive	9/11/08	160.00 ✓	2.00	320.00 ✓	Read for the Record: Follow up with MainPlace about event details and look up mail map for event; follow-up media calls for Healthy Smiles event; direction to Jonathan on reader database research; direction to Jonathan on updating binders; update to Brenda on progress with Read for the Record event; review updated reader database and send to Kelly Pijji; call with Kelly to update her on progress with MainPlace. identified possible spokespeople Meet with Kelly Pijji re: literacy fund development; review & edit fact sheet for Healthy Smiles fifth anniversary event; discuss various Commission projects with Kate Mossbarger
		Ross, Matthew Deeley, Brenda	Vice President Senior Vice President	9/11/08 9/12/08	250.00 ✓ 300.00 ✓	0.50 1.50	125.00 ✓ 450.00 ✓	Worked on reader recruitment list for Read for the Record event. Researched web reader contact info. Briefing with Kate and Marcus and then met with Gabriel at DELHI center for child passenger awareness event. Update signs with Vietnamese logos. Call with Graphic Designer. Work on revised messaging. Route to Lisa Burke. Brief Kate and John on the CPS event. Site visit and meeting with Delhi Community Center. Finalize messages, media alert and media target list. Work on budget and route to client. Call with graphic designer. Coordinate photos and videos for event.
		Denham, Jonathan	Support Staff	9/12/08	70.00 ✓	4.50	315.00 ✓	Read for the Record: Follow up with MainPlace on event logistics and insurance certificate; call Anne Olin to update her on status of event planning; review updated mailing database and revise reader letter per Kelly Pijji's feedback. Healthy Smiles: follow-up calls to media for anniversary event and check for coverage in local papers; prepare media materials for event; create Healthy Smiles fifth anniversary backgrounder for event; prepare press materials for Healthy Smiles event; update client on media pitching/attendance. CPS media event; briefing and site visit for CPS event.
		Ginnaty, Marcus	Account Supervisor	9/12/08	210.00 ✓	6.00	1,260.00 ✓	
		Mossbarger, Katie	Account Executive	9/12/08	160.00 ✓	4.00	640.00 ✓	

11/6/08

<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>Cell Comments</u>
		Mossbarger, Katie	Account Executive	9/14/08	160.00 ✓	4.00	640.00 ✓	Facilitate media on site during Healthy Smiles anniversary event.
		Denham, Jonathan	Support Staff	9/15/08	70.00 ✓	4.00	280.00 ✓	Worked on reader recruitment list for Read for the Record event. Researched web reader contact info. Did research to find AV vendor for child passenger safety event at the Delhi center.
		Ginnaty, Marcus	Account Supervisor	9/15/08	210.00 ✓	3.25	682.50 ✓	Review sign drafts. Calls with Mark Mendoza on signage feedback. Meeting with Kate to provide direction on CPS event and actions. Prepare for and participate in CPS team meeting. Meet with Kelly Pijl and update her on CPS at Commission offices. Provide direction on signage edits
		Mossbarger, Katie	Account Executive	9/15/08	160.00 ✓	6.00	960.00 ✓	Briefing with Marcus on CPS event; direction to Jonathan on audio rentals research for CPS event; send Read for the Record mailing database to Anne Olin; attend CPS event planning meeting; feedback to graphic designer for CPS signage; review audio vendor estimates; revise CPS talking points and media alert per Kelly Pijl's feedback; call with Elaine Beno re: distribution approach for CPS event; draft fact sheet for CPS event.
		Denham, Jonathan	Support Staff	9/16/08	70.00 ✓	1.25	87.50 ✓	Communicated with vendor to discuss pricing, specs, and details about AV equipment for child passenger safety event. Researched and added to reader recruitment database for read for the record event.
		Ginnaty, Marcus	Account Supervisor	9/16/08	210.00 ✓	1.00	210.00 ✓	Provide direction on CPS event project and next steps to Kate. Ongoing correspondence with Kate on status. Review and edit fact sheet, talking points, and press release.
		Mossbarger, Katie	Account Executive	9/16/08	160.00 ✓	6.00	960.00 ✓	Healthy Smiles: Call with Carin re: post-event media outreach; edit media list and route to Healthy Smiles for post-event outreach; follow up with This Week in GG about Healthy Smiles segment; search for segment video online.CPS Media Event: check in with Marcus on event logistics and media materials; distribute CPS media alert to print, radio and local OC TV contacts; create CPS media contact list; outline CPS press release; work on fact sheet and talking points; update CPS stats in media materials. Read for the Record: review updates to reader recruitment database and send to Anne Olin; direction to Jonathan on follow-up calls to database contacts.
		Ross, Matthew	Vice President	9/16/08	250.00 ✓	0.50	125.00 ✓	develop list of potential spokespeople, heads of agency
		Ginnaty, Marcus	Account Supervisor	9/17/08	210.00 ✓	0.75	157.50 ✓	Meeting with Kate to discuss revisions to press materials for CPS event and provide direction on next steps. Review and edit draft of press materials.

11/17/08

Project	Activity	Employee Name	Hrs Dt	Bill Rate	Hours	Billable Amt	Cell Comments
	Account Executive	Mossbarger, Katie	9/17/08	160.00 ✓	6.50	1,040.00 ✓	Read for the Record; update Brenda on Read for the Record outreach; call Anne Olin to touch base prior to mall meeting; meet with MainPlace mall marketing and Anne Olin to tour event site; review talking points for reader follow-up calls; go over calendar list research and reader outreach with Jonathan. CPS event: Call with Lisa Burke; call with Elaine Burke; update Marcus on planning and get feedback on draft media materials; follow-up calls to media for CPS event; send update to client team; revise press materials per Marcus' feedback; confirm Telemundo media opportunity details with Lisa Burke and Elaine Beno from AAA; draft Q&A's for media spokespersons; draft and distribute agenda for client call; distribute media alert to planning editors.
	Support Staff	Denham, Jonathan	9/18/08	70.00 ✓	4.00	280.00 ✓	Researched and followed up with media list for read for the record event. Pitched calendar announcement to media outlets for read for the record. Posted calendar announcement to web calendars, and various media outlets.
	Account Supervisor	Ginnaty, Marcus	9/18/08	210.00 ✓	2.25	472.50 ✓	CPS event call. Review press materials feedback with Kate. Work with Kate to finalize press kit materials. Check in meeting with Kate on CPS planning and status.
	Account Executive	Mossbarger, Katie	9/18/08	160.00 ✓	6.00	960.00 ✓	CPS Event: Review sign proof for podium and provide feedback to designer; client team check-in call; edit press materials; route conference call number, podium sign proof, revised key messages and media around to client team; draft agenda for check-in call with Kim Goll and Lisa Burke; check-in with Marcus; drafted Q&A. Read for the Record: Anne Olin re: public information phone number for event listings; send event update and insurance certificate to Kelly Pijl; direction to Jonathan on calendar media outreach; proof pitch note to The Morn Blog.
	Account Supervisor	Ginnaty, Marcus	9/19/08	210.00 ✓	1.25	262.50 ✓	Edit Q&A document. Provide direction to Kate. Edit Read for the Record media alert. Ongoing correspondence with Kate and team on event. Check in meeting with Kate. Discuss edits to Q&A.
	Account Executive	Mossbarger, Katie	9/19/08	160.00 ✓	6.00	960.00 ✓	CPS Event: Revise Q&A document and send to team for review; media follow-up calls; draft speaker list for press conference; create press kit labels with tag line and logos; revise press release, fact sheet and Q&A's per feedback from client team; send media outreach update to client team; revise speaker talking points. Read for the Record: Draft media alert and send to Kelly Pijl for review.
	Support Staff	Denham, Jonathan	9/22/08	70.00 ✓	6.75	472.50 ✓	Researched and followed up with media list for read for the record event. Pitched calendar announcement to media outlets for read for the record. Sent calendar announcement to web calendars, and various media outlets. Created, stuffed, and assembled 25 press kits. Finalized all details for cps event.

OS: [unclear]

<u>Project</u>	<u>Activity</u>	<u>Employee Name</u> Mossbarger, Katie	<u>Account Executive</u>	<u>Hrs Dt</u> 9/22/08	<u>Bill Rate</u> 160.00	<u>Hours</u> 8.00	<u>Billable Amt</u> 1,280.00	<u>Cell Comments</u>
								CPS Event: Draft agenda for conference call; draft staffing plan; update line-by-line and speaker line-up; revise video/photo shot list and send to vendors; call with vendors to go over photo shot list; create photo disclaimer document; media follow-up calls; assemble tool box for event; revise press release and talking points per Commission's feedback; conference call with client team; distribute media alert to assignment desks; assemble press kits and event signage; pick up muffins from Costco and other event materials. Draft concept for Early Literacy Fund Provided on site support at child passenger safety event.
		Deeley, Brenda Denham, Jonathan	Senior Vice President Support Staff	9/23/08 9/23/08	300.00 70.00	1.00 7.25	300.00 507.50	
		Ginnaty, Marcus	Account Supervisor	9/23/08	210.00	4.25	892.50	Provide on-site media relations and event support for CPS event. Debrief with Kate after event. Discuss next steps. Draft agenda for client meeting. Staff CPS media event; update Marcus on media follow-up; scan and send requested information to Telemundo; follow-up with Excelsior, SoCal News and KDOC-TV; send media recap to client; e-mail Kelly Piji about Read for the Record reader bookings. Prepare for first 5 hearing Called and followed up with several readers for read for the record event. Scheduled reading times with celebrity readers. Updated calendar outreach memo. Prepare for client meeting. Provide direction to Kate on KDOC opp. Calls with Lisa Burke. CPS Event: Search for Chinese Daily News CPS story; call videographer and KDOC-TV to coordinate b-roll for in-studio interview; e-mails with Auto Club about media coverage; call Lisa Burke and e-mail Anita Lorz about KDOC media interview; review event photos, draft photo captions for Nguoi Viet. Read for the Record; review database for Read for the Record; call Kelly Piji to discuss outreach for reader bookings; draft pitch note and distribute Read for the Record media alert; review calendar coverage memo and provide feedback to Jonathan; check in with Jonathan on reader recruitment and discuss next steps. Prepare for conference call, work on 2009 strategy to influence Capitol staff Debrief with Marcus Ginnaty on client team meeting Called and followed up with several readers for read for the record event. Scheduled reading times with celebrity readers. Updated calendar outreach memo. Followed up with print media contacts and online calendar announcements. Prepare for and participate in client meeting. Attend client meeting; draft conference report. CPS Event: Call with Ilia Rolon re: Telemundo interview; send photos and captions to Nguoi Viet and LA Times; calls-mails with Lisa Burke to coordinate KDOC-TV in-studio interviews. Read for the Record; call with MainPlace mail to touch base on event; call Anne Olin re: staffing plan and event logistics; draft event line-by-line and staffing plan; update on readers to Kelly Piji; proofread calendar placement memo and send update to client; follow-up calls to media.
		Mossbarger, Katie	Account Executive	9/23/08	160.00	7.00	1,120.00	
		Ross, Matthew Denham, Jonathan	Vice President Support Staff	9/23/08 9/24/08	250.00 70.00	0.50 3.50	125.00 245.00	
		Ginnaty, Marcus	Account Supervisor	9/24/08	210.00	1.00	210.00	
		Mossbarger, Katie	Account Executive	9/24/08	160.00	6.50	1,040.00	
		Ross, Matthew	Vice President	9/24/08	250.00	0.50	125.00	
		Deeley, Brenda Denham, Jonathan	Senior Vice President Support Staff	9/25/08 9/25/08	300.00 70.00	0.25 2.50	75.00 175.00	
		Ginnaty, Marcus Mossbarger, Katie	Account Supervisor Account Executive	9/25/08 9/25/08	210.00 160.00	2.00 6.50	420.00 1,040.00	

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Project	Activity	Employee Name	Hrs Dt	Bill Rate	Hours	Billable Amt	Cell Comments
	Vice President	Ross, Matthew	9/25/08	250.00 ✓	1.50	375.00 ✓	Conference call and start discussions with Governor's office about Maria authoring an op-ed
	Senior Vice President	Deeley, Brenda	9/29/08	300.00 ✓	0.25	75.00 ✓	Review conference report from 9/25 client team meeting
	Support Staff	Denham, Jonathan	9/29/08	70.00 ✓	3.00	210.00 ✓	Updated reader recruitment database list for "Read for the Record" event. Communicated with media outlets and government agencies to schedule readers for "Read for the Record." Updated online clip coverage for "Read for the Record".
	Account Supervisor	Ginnaty, Marcus	9/29/08	210.00 ✓	0.50	105.00 ✓	Edit conference report. Discuss project status and next steps with Kate.
	Account Executive	Mossbarger, Katie	9/29/08	160.00 ✓	3.50	560.00 ✓	Read for the Record: coordinate with MainPlace on event logistics and send insurance certificate; contact Early Literacy Program staff to coordinate staff for event; update staffing plan and send to Anne Olin; call with Anne; update Kelly Pijl on reader confirmations. CPS Event: Follow-up with Daybreak OC and Lisa Burke on in-studio interview opportunity, coordinate KDOC-TV interviews and send background materials to news director; coordinate invoices from video and photo vendors. Revise conference report and send to client team.
	Vice President	Ross, Matthew	9/29/08	250.00 ✓	0.50	125.00 ✓	reviewed articles regarding first 5, reviewed veto by Governor regarding potential first 5 funds
	Support Staff	Denham, Jonathan	9/30/08	70.00 ✓	2.50	175.00 ✓	Updated reader recruitment database list for "Read for the Record" event. Communicated with media outlets and government agencies to schedule readers for "Read for the Record." Updated online clip coverage for "Read for the Record".
	Account Supervisor	Ginnaty, Marcus	9/30/08	210.00 ✓	0.25	52.50 ✓	Edit Read for the Record materials. Provide direction to Kate.
	Account Executive	Mossbarger, Katie	9/30/08	160.00 ✓	4.25	680.00 ✓	Pitch Read for the Record event to local media; track and clip coverage from OC Register and Excelsior; call with MainPlace to coordinate event logistics; distribute media alert to TV planning editors; draft Q&A and send to Kelly Pijl for review; draft media recap and send to Kelly and Anne; provide updates on reader scheduling.
	Vice President	Ross, Matthew	9/30/08	250.00 ✓	0.50	125.00 ✓	review news articles regarding First 5, talk with Sacramento First 5

Subtotal for Activity: 00000 *Activity Code not required

181.75 27,832.50 ✓

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

181.75 27,832.50

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Line Description Name ID # AP Invoice No. Transaction Description Amount

PCFC.6889.01XX.E Pacific Strategies,Gen

DIRECT COSTS

Line Description	Name	ID #	AP Invoice No.	Transaction Description	Amount
MILEAGE/PARKING	Marcus J. Ginnaty	7059029	EXSC0059029	CFC mtg: 20-14 miles=6 miles	3.03 ✓
MILEAGE/PARKING	Kate Mossbarger	7059070	EXSC0059070	Client meeting (22-14 = 8 m)	4.68 ✓
MILEAGE/PARKING	Kate Mossbarger	7059391	EXSC0059391	CPS Event mtg. (22-14 = 8 m)	4.68 ✓
MILEAGE/PARKING	Kate Mossbarger	7059391	EXSC0059391	Healthy Smiles (25-14 = 11 m)	6.44 ✓
MILEAGE/PARKING	Kate Mossbarger	7059391	EXSC0059391	Mail site tour (28-14 = 14 m)	8.19 ✓
MILEAGE/PARKING	Marcus J. Ginnaty	7059376	EXSC0059376	CPS site visit (22-14=8 mi)	4.04 ✓
MILEAGE/PARKING	Marcus J. Ginnaty	7059376	EXSC0059376	CPS mtg (20-14=6mi)	3.03 ✓
MILEAGE/PARKING	Kate Mossbarger	7058827	EXSC0058827	Healthy Smiles (29-14 = 15 m)	8.76 ✓
MILEAGE/PARKING	Kate Mossbarger	7059070	EXSC0059070	Healthy Smiles (29-14 = 15 m)	8.76 ✓

Total DIRECT COSTS:

51.61

51.61

51.61 ✓

PCFC.6889.01XX.E

Expense Report

Date: 08/18/2008
Employee Name: Marcus Ginnaty
Charge Office: SC
Department: Construction & Land Use
Approver: Brenda Deeley

Ref#: EXSC0059029
Status: Closed

Date	Billing Code	Work Code	Description	Amount
08/28/2008	SC PCFC.6889.01XX.E	800 Transportation	CFC mtg: 20-14 miles=6 mile @ .505	\$3.03
Total Expenses:				\$3.03

Comments:

Expense Report

Date: 09/03/2008 **Ref#:** EXSC0059070
Employee Name: Kate Mossbarger **Status:** Closed
Charge Office: SC
Department: Construction & Land Use
Approver: Marcus Ginnaty

Date	Billing Code	Work Code	Description	Amount
09/03/2008	SC PCFC.6889.01XX.E	800 Transportation	Healthy Smiles (29-14 = 15 n	\$8.76 ✓
09/03/2008	SC PCFC.6889.01XX.E	800 Transportation	Client meeting (22-14 = 8 m) @ .585	\$4.68 ✓
Total Expenses:				\$13.44 ✓

Comments:

Expense Report

Date: 09/17/2008
Employee Name: Kate Mossbarger
Charge Office: SC
Department: Construction & Land Use
Approver: Marcus Ginnaty

Ref#: EXSC0059391
Status: Closed

Date	Billing Code	Work Code	Description	Amount
09/14/2008	SC PCFC.6889.01XX.E	427 Mileage	Healthy Smiles (25-14 = 11 n	\$6.44 ✓
09/17/2008	SC PCFC.6889.01XX.E	427 Mileage	Mall site tour (28-14 = 14 m)	\$8.19 ✓
09/15/2008	SC PCFC.6889.01XX.E	427 Mileage	CPS Event mtg. (22-14 = 8 m	\$4.68 ✓

@ .585 ¢

Comments:

Total Expenses: \$19.31 ✓

Expense Report

Date: 09/17/2008
Employee Name: Marcus Ginnaty
Charge Office: SC
Department: Construction & Land Use
Approver: Brenda Deeley

Ref#: EXSC0059376
Status: Closed

Date	Billing Code	Work Code	Description	Amount
09/12/2008	SC PCFC.6889.01XX.E	427 Mileage	8 miles to CPS event site	4.04
09/15/2008	SC PCFC.6889.01XX.E	427 Mileage	6 miles to CPS team mtg	3.03

@.505¢

Comments:

I did not receive a parking receipt in LA. It was a automated ticket machine that did not return the ticket/receipt.

Total Expenses:

Expense Report

Date: 08/20/2008
Employee Name: Kate Mossbarger
Charge Office: SC
Department: Construction & Land Use
Approver: Marcus Ginnaty

Ref#: EXSC0058827
Status: Closed

Date	Billing Code	Work Code	Description	Amount
08/13/2008	SC PCFC.6889.01XX.E	427 Mileage	Healthy Smiles (29-14 = 15 n @ .585¢	\$8.76

Comments:

Total Expenses: \$8.76