

# PACIFIC STRATEGIES

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

# INVOICE

**Grantee Ref #:** 168  
**Unique Invoice #:** OCERS0G3H4Q  
**Invoice Received Date:** 10/26/2009  
**Contract #:** C-264  
**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
July 1, 2009 - June 30, 2010	\$177,190

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

Period Billed-Specify the beginning and ending dates of the period billed. 08/01/2009 - 08/31/2009	CURRENT PERIOD CLAIM	PRIOR PERIOD YTD	TOTAL CLAIMED YTD	BUDGET	BALANCE
Labor - Commission Support	\$10,190.00	\$4,940.00	\$15,130.00	\$47,690.00	\$32,560.00
Subcontracts: 1 : Porter Novelli	\$9,563.75	\$11,057.50	\$20,621.25	\$126,000.00	\$105,378.75
Subcontracts: 2 : Ross & Associates	\$1,000.00	\$0.00	\$1,000.00	\$3,000.00	\$2,000.00
Other : Project/travel expenses	\$6.60	\$11.60	\$18.20	\$500.00	\$481.80
<b>TOTAL</b>	<b>\$20,760.35</b>	<b>\$16,009.10</b>	<b>\$36,769.45</b>	<b>\$177,190.00</b>	<b>\$140,420.55</b>

Exported:	Excluded:	Receipts Reviewed:	Yes
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VEND_CUST_CD	VEND_AD_ID	RF_DOC_CD	RF_DOC_ID	JOB_NUMBER	Amount
VC0000003938	AD001	DO	10012762	F000C264	\$20,760.35

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

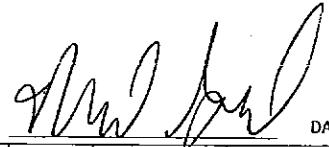
Invoice Ready For Approval By: \_\_\_\_\_

Reviewed by: Kelly Pijl(11/05/2009)

Invoice Processed By: Tillie Martinez (11/09/2009)

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

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

APPROVED  \$ 20,760.35  
 DATE 11/09/09

FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ
225	V225	225	3000	1900	1300

JOB # F000C264  
 CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY



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

# Invoice

Date	Invoice #
10/26/2009	168

<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 August 1 through August 31, 2009: Public Relations Services	20,760.35	20,760.35
<b>Total</b>			\$20,760.35

**Pacific Strategies Labor Detail – August 2009**

<u>Project</u>	<u>Employee</u>	<u>HrsDt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>
CFCOG	Cunningham, Matthew	8/3/09	200.00	0.6	120.00	Pitching Public.Ceo.com on Mike Ruane profile; acct. mgt.
	Cunningham, Matthew	8/10/09	200.00	1.8	360.00	Correspondence; 2009-2010 media planning; acct. mgt.
	Cunningham, Matthew	8/11/09	200.00	2.2	440.00	PublicCEO.com follow up; drafting Maria Minon op-ed.
	Cunningham, Matthew	8/12/09	200.00	7.3	1460.00	Work on MM op-ed; Phone conference with KF; phone conference with BD.
	Cunningham, Matthew	8/13/09	200.00	4.45	890.00	Prep. For monthly meeting; media strategy planning; PublicCEO.com follow-up; acct. mgt.
	Cunningham, Matthew	8/14/09	200.00	2.5	500.00	Drafting local legislator-version of Healthy Families op-ed.
	Cunningham, Matthew	8/17/09	200.00	8.4	1680.00	Revising vanilla version of Healthy Families op-ed into Michael Weiss version; Communications team meeting,;
	Cunningham, Matthew	8/18/09	200.00	1.7	340.00	Continued work on local legislator op-ed.
	Cunningham, Matthew	8/19/09	200.00	0.5	100.00	Acct. mgt.; correspondence.
	Cunningham, Matthew	8/20/08	200.00	3.5	700.00	Reviewing Stone Soup Gazette submission; reviewing media coverage; acct. mgt.; coordination.
	Cunningham, Matthew	8/21/09	200.00	1.3	260.00	PublicCEO.com scheduling; acct. mgt.
	Cunningham, Matthew	8/24/09	200.00	1.0	200.00	PublicCEO.c om interview coordination; phone conf. with KC.
	Cunningham, Matthew	8/25/09	200.00	1.0	200.00	Reviewing Weekly Updates, with follow up; acct. mgt.
	Cunningham, Matthew	8/26/09	200.00	3.9	780.00	PublicCEO.com prep and coord.; newsletter coordination; phone conf. with KF; re-drafting Weiss op-ed.

Cunningham, Matthew	8/27/09	200.00	2.4	480.00	Circulating PublicCEO.com interview; discussing of follow-up uses, etc.; work on Weiss op-ed; phone conf. with KF.
Cunningham, Matthew	8/28/09	200.00	2.2	440.00	Comm. team conference call; creating Twitter page; media review; acct. mgt.; Healthy Families/Weiss op-ed work.
Cunningham, Matthew	8/31/09	200.00	2.7	540.00	Phone conf. with Matt Ross; drafting September Monthly Highlights.
Cunningham, Matthew	8/31/09	200.00	3.5	700.00	May1 through 31: reviewing/responding to various and miscellaneous client-related materials, e-mail correspondence and phone calls.

**Total for August 2009** 50.95 \$10,190.00

**Employee Position**  
Matthew Cunningham: Project Lead



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:** AUGUST 2009 ✓  
**Invoice Number:** INV-0001969919  
**Invoice Date:** September 17, 2009  
**Terms:** NET 30  
**Client Code:** PCFC.6889.01XX  
**Client Name:** Pacific Strategies.Gen

Line Description	Hours	Amount
<b>PUBLIC RELATIONS SVS</b>		
<b>Subtotal PUBLIC RELATIONS SVS</b>		<b>\$9,563.75</b> ✓
<b>DIRECT COSTS</b>		
MILEAGE/PARKING		6.60
<b>Subtotal DIRECT COSTS</b>		<b>\$6.60</b> ✓
<b>Total for Invoice INV-0001969919:</b>		<b>9,570.35</b> ✓
<b>Total Amount Due : USD</b>		<b>9,570.35</b>



Project	Activity	Employee Name	Title	Hrs Dt	Bill Rate	Hours	Billable Amt	Call Comments
PCFC.6889.01XX.T		Ginnaty, Marcus	Account Supervisor	8/03/09	210.00	1.00	210.00	August planning. Team meeting with Kate on Aug projects.
		Mossbarger, Katie	Account Executive	8/03/09	160.00	2.50	400.00	Clip OC Fair coverage from OC Family and JustSpotted mom blog; draft cover note to client; send follow-up email note to mom bloggers; update clip tracker; follow-up call to KOCE about OC Fair story opportunity; search for new coverage on mom blogs pitched; review revised pitch calendar plan from K. Freed; clip OC Register coverage of child passenger safety event; update clip tracker and send clip to client with note; call Lisa Burke for update on CPS event; draft CPS photo captions; send CPS event photos and follow-up with reporter; view and save OC Fair booth photos for media outreach; meet with Marcus to discuss August projects.
		Mossbarger, Katie	Account Executive	8/04/09	160.00	4.00	640.00	Call with reporter Lou Ponsi (Star-Progress) about post-event story for CPS; re-send photos; update and send CPS fact sheet for story; update jobs in progress with August assignments; calls/outreach to all programs for case study updates; update community indicators statistics in case studies; update Marcus on Healthy Smiles outreach; draft Stone Soup Gazette article about School Nurse Initiative.
		Mossbarger, Katie	Account Executive	8/05/09	160.00	2.00	320.00	Review champions for case study quotes and talk with Marcus about identifying appropriate Orange County experts; revise Stone Soup Gazette article about School Nurse Initiative per MG's feedback; draft Web site copy for CPS event highlight and revise per MG's feedback; start drafting monthly activity report.
		Mossbarger, Katie	Account Executive	8/06/09	160.00	1.00	160.00	Finish drafting monthly activity report; update Reach Out and Read case study with recent data from Early Literacy Program; draft OC Fair e-newsletter article.
		Ginnaty, Marcus	Account Supervisor	8/07/09	210.00	1.25	262.50	Meeting with Kate to provide direction on newsletter outline and UCP Web highlight. Edit UCP and CPS Web highlights and Stonesoup Gazette article. Route Web highlights to Kathleen Freed.
		Mossbarger, Katie	Account Executive	8/07/09	160.00	3.00	480.00	Follow-up with Star-Progress reporter about pending CPS event coverage; discuss e-newsletter outline and UCI/UCP Web highlight project with Marcus; draft ULI/UCP Web highlight copy; revise Web highlight and e-newsletter copy per Marcus' feedback; work on e-newsletter content outline.
		Deeley, Brenda	Senior Vice President	8/10/09	300.00	0.25	75.00	Review & edit monthly activity report; review August Web highlights copy
		Ginnaty, Marcus	Account Supervisor	8/10/09	210.00	0.75	157.50	Edit monthly activity report. Review and edit e-newsletter program memo and sample article. Provide direction to Kate.

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<u>Project</u>	<u>Activity</u>	<u>Employee Name</u> Mossbarger, Katie	<u>Title</u> Account Executive	<u>Hrs Dt</u> 8/10/09	<u>Bill Rate</u> 160.00	<u>Hours</u> 3.00	<u>Billable Amt</u> 480.00	<u>Cell Comments</u>
		Deeley, Brenda	Senior Vice President	8/11/09	300.00	0.25	75.00	Review e-newsletter plan, outline & Business Reply Card concept
		Ginnaty, Marcus	Account Supervisor	8/11/09	210.00	0.50	105.00	Work on e-newsletter memo. Discuss with Brenda.
		Mossbarger, Katie	Account Executive	8/11/09	160.00	0.50	80.00	Finish editing e-newsletter plan; look up pricing for constant contact e-distribution; call with LEAPS to clarify updated program data for case study; update LEAPS case study per updated data.
		Ginnaty, Marcus	Account Supervisor	8/12/09	210.00	1.25	262.50	Brainstorm e-newsletter names. Finalize e-newsletter memo and send to Kathleen Freed. Prepare for client meeting.
		Deeley, Brenda	Senior Vice President	8/13/09	300.00	1.50	450.00	Participate in client team meeting
		Ginnaty, Marcus	Account Supervisor	8/13/09	210.00	2.00	420.00	Client meeting.
		Deeley, Brenda	Senior Vice President	8/17/09	300.00	2.00	600.00	Client team meeting
		Ginnaty, Marcus	Account Supervisor	8/17/09	210.00	2.00	420.00	Meeting with client and communications team.
		Deeley, Brenda	Senior Vice President	8/18/09	300.00	0.50	150.00	Review & edit revised op-ed; review assignments from 8/17 client team meeting; discuss status of projects with Marcus Ginnaty; review background on Cavity-Free event; review Stone Soup Gazette article
		Ginnaty, Marcus	Account Supervisor	8/18/09	210.00	2.25	472.50	Edit op-ed. Work on School Nurse case. Correspondence with Barbara Oliver. Finalize Stone Soup Gazette article on School Nurse program and route draft to Kathleen for review. Per Kathleen, called Barbara Oliver to identify school nurse for quote in article. Reviewed quote with Brenda. Interviewed Sue Brown, Orange Unified school nurse. Drafted quote and sent to Sue Brown for approval. Revise MOMS case study per feedback from Michale Silva.
		Ginnaty, Marcus	Account Supervisor	8/19/09	210.00	0.25	52.50	Update School Readiness article for Stone Soup Gazette with quote. Send memo to Kathleen with updated article for review.
		Deeley, Brenda	Senior Vice President	8/20/09	300.00	0.50	150.00	Call with Kathleen Freed re: media outreach, events & e-newsletter; review follow up communication from Kathleen Freed on Healthy Smiles, Early Literacy, CPS and Read for the Record media events; debrief on assignments with Marcus Ginnaty
		Cottini, Lisa	Senior Account Executive	8/21/09	185.00	1.75	323.75	Review Read for the Record materials, meet with MG to discuss, research and update prospects list.
		Ginnaty, Marcus	Account Supervisor	8/21/09	210.00	0.75	157.50	Provide direction on Celeb reader list for Read for the Record. Review candidates. Follow up on commission case study updates.
		Cottini, Lisa	Senior Account Executive	8/24/09	185.00	1.25	231.25	Review and update read for the record list, send Marcus and update.

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Project	Activity	Employee Name	Title	Hrs Dt	Bill Rate	Hours	Billable Amt	Cell Comments
		Ginnaty, Marcus	Account Supervisor	8/24/09	210.00	0.75	157.50	Call with Gretchen Weisenburger regarding case study update. Review reader list additions and send memo to Kathleen on reader list updates and additions. Provide direction to Lisa.
		Cottini, Lisa	Senior Account Executive	8/25/09	185.00	1.00	185.00	Format database, add mommy blogger and OC Metro contacts, work with Alexa on database.
		Goldblatt, Alexa D	Administrative	8/25/09	70.00	2.00	140.00	Updated Read for the Record database.
		Cottini, Lisa	Senior Account Executive	8/28/09	185.00	0.50	92.50	Research Cox and TW PSA costs
		Ginnaty, Marcus	Account Supervisor	8/28/09	210.00	2.00	420.00	Research reporters for long-lead homeless story pitch. Review agenda items for Sept. 2 Commission meeting. Work on e-newsletter content.
		Ginnaty, Marcus	Account Supervisor	8/28/09	210.00	2.00	420.00	Prepare for and participate in call with communications team. Call with Kristen Thompson on Read for the Record. Edit celebrity outreach letter/database and send materials to Kathleen for review.
		Cottini, Lisa	Senior Account Executive	8/31/09	185.00	0.25	46.25	Research PSA
		Deeley, Brenda	Senior Vice President	8/31/09	300.00	0.25	75.00	Debrief with Marcus Ginnaty on pending projects & assignments; review weekly report; review updates on events and issues from Kathleen Freed
		Ginnaty, Marcus	Account Supervisor	8/31/09	210.00	1.25	262.50	Work on drafting case study updates. Follow up with program leaders on outstanding case study data updates.
		Ginnaty, Marcus	Account Supervisor	8/31/09	210.00	3.00	630.00	Work on newsletter content drafts.
		*Activity Code not required				49.00	9,563.75	
		Subtotal for Activity: 00000				49.00	9,563.75	
		Total for Project: PCFC.6889.01XX.T - Pacific Strategies.Gen				49.00	9,563.75	

2428.75



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

**DIRECT COSTS**

MILEAGE/PARKING	Marcus J. Ginnaty	7065111	EXSC0065111	26-14=12 m OC Fair media opp @ , \$5	6.60
MILEAGE/PARKING					6.60
<b>Total DIRECT COSTS:</b>					6.60

PCFC.6889.01XX.E

6.60 ✓

# Expense Report

**Date:** 08/05/2009 **Ref#:** EXSC0065111  
**Employee Name:** Marcus Ginnaty **Status:** Closed  
**Charge Office:** SC  
**Department:** Construction & Land Use  
**Approver:** Brenda Deeley

Date	Billing Code	Work Code	Description	Amount
07/29/2009	SC PCFC.6889.01XX.E	427 Mileage	26-14=12 m OC Fair media op	\$6.60

**Comments:**

**Total Expenses:** \$6.60

# INVOICE



ROSS & ASSOCIATES

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

INVOICE #102  
DATE: OCTOBER 28, 2009

**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 –  
August 16-31 work

*partial month*

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	
Review and provide suggested edits to the Public CEO talking points.	
Review Public CEO article and provide input into distribution to the Orange County delegation.	
Confer with Matt Cunningham regarding the actions of other county commissions and how it may impact CFCOC.	
Revise and provide edits to the Weiss op-ed.	
TOTAL	\$1,000.00

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!**