



Pacific Strategies
 435 E. Riverview Avenue
 Orange, CA 92865

*to KIC
1-5-10*

Invoice

Date	Invoice #
12/22/2009	180

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

Received

DEC 22 2009

CFCOC

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount												
	Period November 1 through November 30, 2009: Public Relations Services	19,872.50	19,872.50												
<p>OK TO PAY <u>attached</u></p> <p>DATE _____</p>															
<p>APPROVED <u>[Signature]</u> DATE <u>1/5/10</u></p> <p>\$ <u>19,872.50</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>		FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ	225	V225	225	3000	1900	1300		
FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ										
225	V225	225	3000	1900	1300										
		Total	\$19,872.50												

Pacific Strategies Labor Detail – November 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	11/2/09	200.00	3.3	660.00	Revising legislator op-ed; sending to OCR; phone call with Matt Ross; acct. mgt.; posting to blog about Health Fair; adding to FB.
	Cunningham, Matthew	11/6/09	200.00	1.7	340.00	Monthly highlights; posting From A to Zoo on FB, blog; acct. mgt.
	Cunningham, Matthew	11/7/09	200.00	1.0	200.00	Account management.
	Cunningham, Matthew	11/9/09	200.00	6.0	1200.00	Phone conference with Matt Ross; reading/reviewing e-newsletter; monthly communications team meeting; planning; updating blog/FB re health fair.
	Cunningham, Matthew	11/10/09	200.00	3.3	660.00	Budget; acct. mgt; updating FB with e-newsletter follow up on legislator op-ed; revising legislator op-ed; updating blog re "Grow Up Great."
	Cunningham, Matthew	11/11/09	200.00	2.9	580.00	Posting about Early Literacy month to blog; reviewing November newsletter content; updating FB re Early Literacy; acct. mgt.; adding Agran op-ed to Notes on FB.
	Cunningham, Matthew	11/12/09	200.00	3.5	700.00	Researching FB strategies; acct. mgt. (billing); updating blog/FB with Huntington Valley Boys and Girls Club grant; working on blog back-end; researching marketing of commission FB and Blog.
	Cunningham, Matthew	11/14/09	200.00	1.3	260.00	Responding to e-mails; FB strategy; scheduling; coordinating with team re blog.
	Cunningham, Matthew	11/16/09	200.00	1.5	300.00	E-mail; weekly call with Matt Ross; updating FB/blog re health fair.
	Cunningham, Matthew	11/18/09	200.00	1.0	200.00	E-mail; circulating Hagman op-ed; updating to FB and blog.
	Cunningham, Matthew	11/19/09	200.00	1.9	380.00	Updating FB/blog, acct. mgt.

Cunningham, Matthew	11/20/09	200.00	3.5	700.00	Strategy meeting with Matt Ross; acct, mgt. planning.
Cunningham, Matthew	11/24/09	200.00	2.0	400.00	Updating blog/FB with Health Fair, injury prevention news; blog revision, expansion.
Cunningham, Matthew	11/30/09	200.00	1.0	200.00	acct. mgt.; weekly call with Matt Ross.
Cunningham, Matthew	11/30/09	200.00	4.0	800.00	November 1 through 30: reviewing/ responding to various client-related materials, e-mail correspondence and phone calls.

Total for November 2009

37.9 \$7580.00 ✓

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	11/02/09	300.00	0.25	75.00	Review & edit revised early literacy month media release
		Ginnaty, Marcus	Account Supervisor	11/02/09	210.00	1.00	210.00	Revise Nov. Literacy month press release.
		Ginnaty, Marcus	Account Supervisor	11/03/09	210.00	1.00	210.00	Prepare SA health fair media outreach plan. Update media list. Send revised SA health fair materials to Lisa Burke. Outline volunteer profile.
		Deeley, Brenda	Senior Vice President	11/04/09	300.00	0.50	150.00	Review & edit Reach Out & Read volunteer profile; review & edit Reach Out & Read pediatrician thank you article; meet with Marcus Ginnaty & Lisa Cottini re. development of local children's author database
		Ginnaty, Marcus	Account Supervisor	11/04/09	210.00	4.50	945.00	Draft volunteer profile for Early Literacy month. Contact Dr. Jerome Jones for quote approval. Follow up with volunteer Dorene Ruse for approval. Revise volunteer profile per input from Dorene Ruse. Draft pediatrician thank you letter. Draft update on projects and send to client. Work on newsletter copy and December newsletter outline. Meeting with Lisa on child author research.
		Ginnaty, Marcus	Account Supervisor	11/04/09	210.00	1.00	210.00	Call with Lisa Burke regarding Santa Ana Health Fair materials. Call with Angela Burrell at Santa Ana Unified School District regarding media outreach. Update materials and route with outline of next steps to Lisa Burke. Research media contacts.
		Ginnaty, Marcus	Account Supervisor	11/05/09	210.00	1.75	367.50	Distribute Nov. Literacy month release and provide counsel to K. Freed. Route Santa Ana Health Fair materials to client for review. Finalize health fair materials and send final versions to Santa Ana Unified School District contact. Correspondence with Dr. Agran and K. Freed regarding press release for 10-year data on Injury and Violence Prevention Program.
		Cottini, Lisa	Senior Account Executive	11/09/09	185.00	1.00	185.00	Research OC Children's Book Fair contacts and LA Times/UCLA book fair, begin building database
		Deeley, Brenda	Senior Vice President	11/09/09	300.00	1.25	375.00	Participate in client team meeting; review & edit materials
		Ginnaty, Marcus	Account Supervisor	11/09/09	210.00	2.75	577.50	Draft outline of December e-newsletter. Prepare for and participate in CFC client meeting. Work on Nov. newsletter content. Follow up with Santa Ana Health Fair media outreach. Send media list for pediatrician loan program to Kathy Crowley.
		Ginnaty, Marcus	Account Supervisor	11/09/09	210.00	1.25	262.50	Draft monthly activity report.
		Cottini, Lisa	Senior Account Executive	11/10/09	185.00	2.00	370.00	Research OC Children's Book Fair contacts and LA Times/UCLA book fair, begin building database
		Deeley, Brenda	Senior Vice President	11/10/09	300.00	0.50	150.00	Review & edit monthly activity report; review & edit e-newsletter copy; advise Marcus Ginnaty on 2009-2010 deliverables binder
		Ginnaty, Marcus	Account Supervisor	11/10/09	210.00	3.50	735.00	Draft November e-newsletter content. Revise content to adapt to template from Kathleen Freed. Review updated newsletter content from Kathleen and provide feedback.
		Cottini, Lisa	Senior Account Executive	11/11/09	185.00	3.00	555.00	Research OC Children's Book Fair contacts and LA Times/UCLA book fair, begin building database
		Deeley, Brenda	Senior Vice President	11/11/09	300.00	0.25	75.00	Review & edit Southern California authors database

Project	Activity	Employee Name	Title	Hrs Dt	Bill Rate	Hours	Billable Amt	Call Comments
		Ginnaty, Marcus	Account Supervisor	11/11/09	210.00	1.75	367.50	Follow up on Santa Ana Health Fair media outreach and Child Literacy month outreach. Research and prepare for interview with Dr. Agran on Injury and Violence Prevention Program.
		Ginnaty, Marcus	Account Supervisor	11/12/09	210.00	1.00	210.00	Phone interview with Dr. Agran regarding Injury and Violence Prevention Program. Work on press release.
		Ginnaty, Marcus	Account Supervisor	11/13/09	210.00	0.25	52.50	Follow up on Santa Ana Health Fair. Send Orange County Register clip to Kathleen Freed and Lisa Burke.
		Cottini, Lisa	Senior Account Executive	11/16/09	185.00	0.50	92.50	Post "A to Zoo" event listing to The Orange County Register Web site, edit for formatting, send information to Theresa Walker, OC Mom Blog
		Ginnaty, Marcus	Account Supervisor	11/16/09	210.00	1.50	315.00	Clip OC Register Santa Ana Health Fair coverage. Send to client. Send memo regarding children's author database to client. Draft media alert for A-to-Zoo event. Provide to Lisa to post to OC Register event listings. Pitch mommy bloggers, Doug Irving at OC Register, and Martha Ramirez at Excelsior.
		Ginnaty, Marcus	Account Supervisor	11/17/09	210.00	0.25	52.50	Follow up with Dayrippingmom.com blog. Clip blog post and send to client with recommendations to link on Facebook page.
		Ginnaty, Marcus	Account Supervisor	11/18/09	210.00	1.00	210.00	Media follow up for A-to-Zoo event. Work on Injury Prevention release.
		Ginnaty, Marcus	Account Supervisor	11/19/09	300.00	0.25	75.00	Review injury prevention program media release: review weekly update, review progress with media outreach for A to Zoo early literacy event
		Ginnaty, Marcus	Senior Vice President	11/19/09	210.00	3.00	630.00	Media follow up for A-to-Zoo event. Correspondence with ABC and Tiny Oranges blog. Draft injury prevention release. Revise per feedback from Dr. Phyllis Agran. Route to client.
		Ginnaty, Marcus	Account Supervisor	11/20/09	210.00	3.50	735.00	Clip TinyOranges and OC Moms blog. Media follow up for Zoo event. Send update on ABC to client.
		Ginnaty, Marcus	Account Supervisor	11/23/09	210.00	1.50	315.00	Correspondence on Injury and Violence Prevention press release. Draft updated outline for December e-newsletter. Call with Kathleen Freed. Call Families Forward for success story. Work on e-newsletter draft.
		Ginnaty, Marcus	Account Supervisor	11/24/09	210.00	4.00	840.00	Track and clip ABC coverage. Correspondence regarding b-roll duplicates. Work on newsletter copy.
		Ginnaty, Marcus	Account Supervisor	11/25/09	210.00	2.50	525.00	Distribute Injury and Violence Prevention release. Work on newsletter copy. Finalize newsletter and route to Kathleen for review.
		Ginnaty, Marcus	Account Supervisor	11/25/09	210.00	2.50	525.00	Call with Dr. Agran on Injury and Violence Prevention Program release. Work on newsletter revisions and early literacy month recap. Send to Kathleen for review. Follow up on Injury and Violence Prevention Program release.
		Ginnaty, Marcus	Account Supervisor	11/30/09	210.00	2.00	420.00	Follow up on Injury and Violence Prevention Program press release. Work on January newsletter copy.
Subtotal for Activity: 00000							48.50	10,292.50
*Activity Code not required							48.50	10,292.50
Total for Project: PCFC.6889.01XX - Pacific Strategies.Gen							48.50	10,292.50

INVOICE



ROSS & ASSOCIATES

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

INVOICE #105
DATE: DECEMBER 23, 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 –
November 1-30 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 November 9 with CFCOC, Matt Cunningham and Porter Novelli.	
Discuss with Mike Ruane a potential February Capitol Forum and an April HomeAid event.	
Research holding a forum at the Sheraton or the Convention Center.	
Talk with Senate Sergeants and Senate Rules staff regarding HomeAid event.	
Weekly planning call with Matt Cunningham.	
Meet with Matt Cunningham to discuss "partnership rather than piggy bank" messaging proposal and flush out idea.	
Monitor LAO's budget announcement that the budget deficit is \$20.7 billion.	
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!

Martinez, Tillie

From: Pijl, Kelly
Sent: Monday, December 28, 2009 2:58 PM
To: Martinez, Tillie
Subject: RE: November 2009 Invoice from Pacific Strategies

Tillie - the invoice is approved for payment. Thanks, Kelly

-----Original Message-----

From: Martinez, Tillie
Sent: Wednesday, December 23, 2009 1:38 PM
To: Pijl, Kelly
Subject: FW: November 2009 Invoice from Pacific Strategies

Hello Kelly,

Attached is Pacific Strategies November invoice and detail labor reports. Please provide me with approval to pay or advise.

As of today, can no longer enter invoices in OCERS. I will post info in GEMS in January.

Thank you,

Tillie

-----Original Message-----

From: Laura Cunningham [mailto:laura@pacific-strategies.com]
Sent: Tuesday, December 22, 2009 10:31 AM
To: Martinez, Tillie
Subject: Invoice from Pacific Strategies

Dear Tillie,

Attached is my November invoice. As always, thank you for your assistance.

I hope you and your family enjoy a wonderful Christmas.

Sincerely,

Matthew Cunningham
Pacific Strategies
(714) 998-9307