



Pacific Strategies
 435 E. Riverview Avenue
 Orange, CA 92865

Received

MAY 10 2010

CFCOC

Invoice

Date	Invoice #
5/5/2010	145a

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

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount				
	✓ Period April 1 through April 30, 2010: Public Relations Services	9,500.00	9,500.00				
<p>OK TO PAY <i>[Signature]</i> DATE <u>5.11.10</u></p>							
<p>APPROVED <i>[Signature]</i> \$ <u>9,500.00</u> DATE <u>5/12/10</u></p>							
FUND	DEPT	BUDGET CONTROL	UNIT	OBJECT	DEPT OBJ		
225	V225	225	3000	1900	1300		
<p>JOB # <u>F000C264</u> <small>CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY</small></p>							
<p>VC 000000 3938 DO-V225-10012762</p>			Total			9,500.00 ✓	

processed by Tillie Martinez



Pacific Strategies Labor Detail – April 2010

<u>Project</u>	<u>Employee</u>	<u>Hrs/Dt</u>	<u>Bill Rate</u>	<u>Hours</u>	<u>Billable Amt</u>	<u>Comments</u>
CFCOC	Cunningham, Matthew	4/7/10	200.00	3.0	600.00	Researching information for 10-Year accomplishments series; writing op-ed.
	Cunningham, Matthew	4/8/10	200.00	1.0	200.00	Incorporating Matt Ross revisions into op-ed; making further revisions; phone conference with M. Ruane.
	Cunningham, Matthew	4/9/10	200.00	2.5	500.00	Strategy development with M. Ruane and K. Pijl re emerging media; re-writing Essentials for Young Lives press release; acct.mgt.
	Cunningham, Matthew	4/12/10	200.00	3.8	760.00	Developing a distribution list of OC key influencers for 10 Year Accomplishments report; weekly call with Matt Ross; updating social media; Comm. Team meeting; developing timeline for KF.
	Cunningham, Matthew	4/13/10	200.00	2.8	560.00	Phone conf. with Matt Ross; assisting KF with development of communications overview; media planning for Essentials for Young Lives campaign.
	Cunningham, Matthew	4/14/10	200.00	1.3	260.00	Meeting with Matt Ross for 2010-2011 media strategy planning.
	Cunningham, Matthew	4/15/10	200.00	1.4	280.00	Outreach to Board of Supervisor offices seeking assistance in promoting Essentials for Young Lives campaign; updating social media with information on CFCOC activities.
	Cunningham, Matthew	4/16/10	200.00	1.7	340.00	Coordinating with BOS/legislative office re Essentials for Young Lives campaign; updating social media re defeat of SB 1109; phone conf. with KF.
	Cunningham, Matthew	4/19/10	200.00	1.6	320.00	Coordination for Essentials for Young Lives campaign: coordinating placement of bins in county and legislative offices.

19.10

Cunningham, Matthew	4/20/10	200.00	3.1	620.00	Reviewingrevising Essentials press materials; securing locations for Essentials collections bins; follow-up with County CEO's office and other Essentials coordination.
Cunningham, Matthew	4/21/10	200.00	0.5	100.00	Essentials for Young Lives coordination.
Cunningham, Matthew	4/22/10	200.00	1.2	240.00	Essentials for Young Lives: securing locations and coord. with various organizations on collection locations.
Cunningham, Matthew	4/23/10	200.00	2.1	420.00	Essentials for Young Lives drive: coord with leg offices and HomeAID/OC; phone conf. with Matt Ross.
Cunningham, Matthew	4/23/10	200.00	3.5	700.00	Essentials with Young Lives drive; writing Essentials op-ed for Capitol Weekly; phone conf. with Matt Ross.
Cunningham, Matthew	4/27/10	200.00	4.0	800.00	Work on Essentials for Young Lives article in Capitol Weekly.
Cunningham, Matthew	4/30/10	200.00	4.0	800.00	April 1 through 30: reviewing/ responding to various client-related materials, e-mail correspondence and phone calls.

Total for April 2010

✓
37.5 ✓
\$7,500.00

Employee Position ✓
Matthew Cunningham: Project Lead

18.40

INVOICE



ROSS & ASSOCIATES

1215 K Street, Suite 1700
Sacramento, CA 95814
Office (916) 503-2230
Phone (916) 206-9818

INVOICE #121
DATE: MAY 4, 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 –
April 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. Draft, advisory, release and prepare press kits. Contact all Assembly offices to make distribution easier with offices. Review, obtain author and place opinion piece in Capitol Weekly. Draft agenda for First5/Homeaid event on April 26. Weekly planning call with Matt Cunningham. Line up legislators for event and coordinate with offices re April 26 event. Participate in conference call for Essentials for Young Lives campaign. Participate in monthly planning conference. Meeting with Kelly and Mike. Draft conservative op-ed regarding SB 1109. Work with Capitol security and governor's office regarding press event and laundry basket delivery. Coordinate distribution of bins to legislators' offices. Monitor Senate Health Hearing – SB 1109	
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) 503-2230, (916) 206-9818 or rossandassociates@comcast.net.

Thank you for your business!