



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

RECEIVED
CITY CLERK
LONG BEACH, CA

12 APR 23 PM 4:21

INSTRUCTIONS

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed.

Long Beach City Clerk's Office
 333 W. Ocean Blvd.
 Long Beach, CA 90802
 Tel. (562) 570-6101

- This is the initial registration report for PCM, Inc ICLB 12-019
 (Lobbyist Name) Filer ID number
- This is an amendment to the initial report filed on _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART I. Type of Lobbyist:

- Contract lobbyist:** A person who engages in lobbying on behalf of one or more clients (acting individually or through agents, associates, employees or contractors) and who has received or has entered into an agreement for compensation of \$3,200 or more ("threshold compensation") for engaging in lobbying during any consecutive three-month period. **(Complete Sections 1 and 2.)**
- Business or organization lobbyist:** Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying on its behalf, in an aggregate amount of fifty (50) hours or more within any three month period, whether or not such officers or employees are specifically compensated to engage in lobbying; provided that the activities of officers shall be considered lobbying only if those officers receive compensation by the business or organization beyond reimbursement for their reasonable, travel, meals or incidental expenses. **(Complete Sections 1 and 3.)**
- Expenditure lobbyist:** A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more during any calendar year in connection with carrying out public relations, advertising or similar activities with the intent of soliciting or urging, directly or indirectly, other persons to communicate directly with any City Official in order to attempt to influence legislative or administrative action. The five thousand dollar (\$5,000) threshold shall not include: (a) compensation paid to contract lobbyists or employees of lobbying; or (b) dues payments, donations, or other economic consideration paid to an organization, regardless of whether the dues payments, donations or other economic consideration are used in whole or in part to lobby. **(Complete Sections 1 and 4.)**



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

PART II. Filer Information:

Name of Filer: DAVID CARLAT - POLITICAL CONSULTING & MANAGEMENT, INC.

Business Address: 1017 N LA CIENEGA BLVD, #103, WEST HOLLYWOOD, CA 90069

Business E-mail Address: POLITICALCONSULTING@COMCAST.NET

Business Phone Number: (323) 463 0377

Business Fax Number: (323) 463 8742

Description of the Nature of your Business or Organization:

LOBBYING GOVERNMENT STAFF AND ELECTED OFFICIALS ON BEHALF OF

CLIENTS

PART III. Fees Due:

Initial Registration Fee is \$100.00 (\$50.00 if registered on or after June 30th)

Initial Registration total \$ 100

Each registrant shall also pay \$25.00 per client for whom lobbying is undertaken for compensation in excess of \$500.00.

Client Registration total: \$ 25

Total Registration Fee (Initial fee + Client fee) \$ 125

Make checks payable to "City of Long Beach".

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: DAVID CARLAT

Title: PRESIDENT

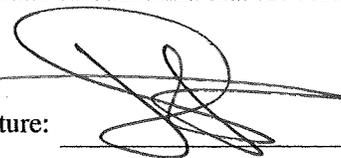
Address: 1017 N LA CIENEGA BLVD, SUITE 103

Daytime Telephone Number: (323) 463 0377

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and to the best of my knowledge the information contained herein is true and complete.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date: 4/20/12

Signature: 



City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

Section 2 - Client Information -

(List all clients (old and new) for whom lobbying activity occurred during this reporting period)

Client Name	Client Address	Telephone Number	Nature of Business	City Official or Employee Contacted	Item(s) of legislative or administrative action the lobbyist is seeking to influence on behalf of the client:	Name(s) of each person employed or retained by the lobbyist that lobbied on behalf of client:
PENNBROOKE FINANCIAL SERVICES	3440 PRESTON RIDGE RD, SUITE 500 ALPHARETTA, GA 300005	(678) 823 4679	FINANCE LENDER	JOHN EDMOND CHIEF OF STAFF COUNCILMEMBER	CONDITIONAL USE PERMIT FOR LENDING INSTITUTION	DAVID CARLAT CHRISTOPHER WILSON

Filer name: _____ Filer ID number: _____ Date: _____