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City of Long Beach

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LOBBYIST INITIAL REGISTRATION REPORT

First-time Filers

13 JUL 15 PM 3: 11

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INSTRUCTIONS

1. **Fill out form**
2. **Sign and date**
3. **File with:**

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: The Cherin Group
(Lobbyist Name)

○ This is an **amendment** to the initial report filed on: _____

Filer Identification Number will be assigned by City Clerk office after Initial Registration is filed.

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: The Cherin Group

Business Address: 3755 California Avenue, Long Beach, CA 90807

Business E-mail Address: cherinalex@aol.com

Business Phone Number: (562) 480-7334

Business Fax Number:

Description of the Nature of your Business or Organization: Public relations, lobbying

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PART III. Fees Due:

✓ *Always review current Fee Schedule at: http://www.longbeach.gov/finance/fees_and_charges/*

Initial Registration Fee is $100.00 ($51.00 if registered on or after June 30th)

Registration total: $ 100.00

Each registrant shall pay $25.50/client
For whom lobbying is undertaken for compensation in excess of $500.00.

Client total: $ 25.50

Total Registration Fee (Initial fee + Client fee): $ 125.50

Make checks payable to: ***City of Long Beach***

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: Alex Cherin

Title: President

Address, City, State, Zip: 3755 California Avenue, Long Beach, CA 90807

Daytime Telephone Number: (562) 480-7334

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: 07/11/2013 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 Clients 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
□P□ Group, □nc.	5601 □berlin □rive □an □iego, CA 92121	(858) 404-0607	□igital/Credit Card enabled Par□ing	□ri□ □und, Council	Potential demonstration pro□ect □ith City for	Alex Cherin

Filer name: The Cherin Group Filer ID number: _____ Date: 07/11/2013

City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

Section 3 – Business or Organization Lobbyist Client Information

Name Of Person Conducting Lobbying Activities	Items Of Municipal, Legislative Or Administrative Action Sought To Influence	City Official Or Employee Contacted
□/A		

Filer name: The Cherin Group Date: 07/11/2013

City of Long Beach

LOBBYIST INITIAL REGISTRATION REPORT

Section 4- Expenditure Lobbyists

✓ *List Items Of Municipal, Legislative, Or Administrative Action The Lobbyist Is Seeking To Influence.*

N/A

Filer name: The Cherin Group Date: 07/11/2013

Date Stamp

City of Long Beach

LOBBYIST SEMI-ANNUAL REPORT

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1. **Fill out form**
2. **Sign and date**
3. **File with:**

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

◉ This is the **semi-annual** report for: The Cherin Group
(Lobbyist Name)

✓ Filer Identification Number: _____
(Filer ID number)

✓ Report Due on: ◉ **July 15** ○ **January 15**

○ This is an **amendment** of the report filed on: _____

Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART A. 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.)

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City of Long Beach

LOBBYIST SEMI-ANNUAL REPORT

PART B. Registration Update & Fees Due:

✓ *Always review current Fee Schedule at: http://www.longbeach.gov/finance/fees_and_charges/*

Each registrant shall also pay $25.50 per client for whom lobbying is undertaken for compensation in excess of $500.00.

List new clients (clients that have not been previously reported):

Number of new clients registered: _____ Client Registration **total fees**: $ _____

Make checks payable to: *City of Long Beach.*

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Alex Cherin

Title: President

Address, City, State, Zip: 3755 California Avenue, Long Beach, CA 90807

Daytime Telephone Number: (562) 480-7334

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: 07/11/2013 Signature: _____ Filer ID No.: _____

City of Long Beach

LOBBYIST SEMI-ANNUAL 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:
□P□ □rou□, □nc□	5601 □□erlin □rive □an □iego, CA 92121	(858) 404-0607	□lectronic/Credit Card ena□led	□ri□□und / Council□e□ □e	Potential □ilot □ro□ect □ith Cit□for ne□ □ar□ing □eter	Alex Cherin

Filer name: □he Cherin □rou□ Filer ID No. _____ Date 07/11/2013

City of Long Beach

LOBBYIST SEMI-ANNUAL REPORT

Section 3 – Business or Organization Lobbyist Client Information

Name of person conducting lobbying activities	Items of municipal, legislative or administrative action sought to influence	City Official or Employee Contacted
□/A		

Filer name: □he Cherin □rou□ Filer ID No. _____ Date 07/11/2013

Section 4- Expenditure Lobbyists

List items of municipal, legislative, or administrative action the lobbyist is seeking to influence:

□/A

Filer name: □he Cherin □rou□ Filer ID No. _____ Date 07/11/2013