



City of Long Beach

LOBBYIST REGISTRATION REPORT

RECEIVED
CITY CLERK
LONG BEACH, CALIF
10 APR 29 PM 3: 21

1. Fill out form
2. Sign and date
3. File with payment at the:
Long Beach City Clerk's Office
333 W. Ocean Blvd.
Long Beach, CA 90802
Tel. (562) 570-6101

- [X] This is the initial registration report
[] This is the quarterly report due on: ([] April 15 [] July 15 [] October 15 [] January 15)
[] This is an amendment of the report filed on _____
[] This is a termination report covering up to date: _____



Section 1- Information About All Filers
(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART I. Type of Lobbyist:

- [X] Contract lobbyist: A person who engages in lobbying on behalf of one or more clients...
[] Business or organization lobbyist: Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying...
[] Expenditure lobbyist: A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more...



City of Long Beach

LOBBYIST REGISTRATION REPORT

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CITY CLERK
LONG BEACH, CALIF

10 APR 29 PM 3: 21

PART II. Filer Information:

Name of Filer: Cerrell Associates Inc.

Business Address: 320 N Larchmont Blvd Los Angeles, CA 90004

Business E-mail Address: stew@cerrell.com

Business Phone Number: (323) 466-3445

Business Fax Number: (323) 466-8653

Description of the Nature of your Business or Organization:

Privately owned company that specializes in providing public
affairs consulting for corporate clients and business organi-
zations.

PART III. Fees Due:

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

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

Total Registration Fee (due at time of registration or renewal) \$ 250.⁰⁰

Make checks payable to "City of Long Beach".

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: STEVE BULLOCK

Title: CFO

Address: 320 N Larchmont Blvd Los Angeles, CA 90004

Daytime Telephone Number: (323) 466-3445

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: 04-20-10

Signature: *Steve Bullock*



City of Long Beach

LOBBYIST REGISTRATION REPORT

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CITY CLERK
LONG BEACH, CALIF

10 APR 29 PM 3: 21

Section 2- Contract Lobbyist Client Information

Ownership Information:

If the filer:

- is an entity, name each individual who is an owner, partner or officer of the filer.
- is a sole proprietorship, name the sole proprietor.
- is a corporation, name each officer (president, secretary, chief financial officer, agent for service of process)
- is a partnership with fewer than 10 (ten) partners, name each partner.

Client Name	Client Address	Telephone Number	Nature of Business	Contacted Individual	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 to lobby on behalf of client:
Borbardier Transportation	679 McDonnell Rd 2nd Flr San Francisco CA 94128	(650)821 7343	street car transportation systems		issues related to future project opportunities	Fernando Chavez Lisa Gritzner
Five Star Parking	515 S Flower St Ste 3200 Los Angeles CA 90071	(213)784 3016	Parking lot operator		present and future project opportunities	Fernando Chavez John Howland
Fresh & Easy Neighborhood Markets	2120 Park Place Ste 200 El Segundo CA 90245	(310)341 1457	market		public affairs future & present operations	Fernando Chavez Lisa Gritzner Kristen Montet Lonner
Harris Corporation	M/S 122 1011 Pawtucket Blvd Lowell MA 01853 3295	(703)999 4161	communication systems		present and future project opportunities	Fernando Chavez Hal Dash Matt Gallagher
Microsoft Corporation	300 Capitol Mall Ste 100 Sacramento CA 95814	(916)369 3600	software company		issues related to present & future opportunities	Fernando Chavez Lisa Gritzner John Howland
WSPA	970 W 190th St Ste 770 Torrance, CA 90502	(310)324 8565	Petroleum Trade Association		issues related to the Petroleum industry	Fernando Chavez John Howland



City of Long Beach

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CITY CLERK
LONG BEACH, CALIF

LOBBYIST REGISTRATION REPORT

10 MAY 24 AM 10: 10

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333 W. Ocean Blvd.
Long Beach, CA 90802
Tel. (562) 570-6101

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- This is an amendment of the report filed on 04/20/10
- This is a termination report covering up to date: _____



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 and, if applicable, Section 5.)**
- 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 and, if applicable, Section 5.)**
- 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 and, if applicable, Section 5.)**



City of Long Beach

LOBBYIST REGISTRATION REPORT

PART II. Filer Information:

Name of Filer: Cerrell Associates Inc.

Business Address: 320 N Larchmont Blvd Los Angeles, CA 90004

Business E-mail Address: steve@cerrell.com

Business Phone Number: (323) 466-3445

Business Fax Number: (323) 466-8653

Description of the Nature of your Business or Organization:

Privately owned company that specializes in providing public affairs consulting for corporate clients and business organizations.

PART III. Fees Due:

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

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

Total Registration Fee (due at time of registration or renewal) \$ 25.00

Make checks payable to "City of Long Beach".

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: STEVE BULLOCK

Title: Chief Financial Officer

Address: 320 N Larchmont Blvd Los Angeles, CA 90004

Daytime Telephone Number: (323) 466-3445

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: 5-21-10

Signature: [Handwritten Signature]



City of Long Beach

LOBBYIST REGISTRATION REPORT

Section 2- Contract Lobbyist Client Information

Ownership Information:

If the filer:

- is an entity, name each individual who is an owner, partner or officer of the filer.
- is a sole proprietorship, name the sole proprietor.
- is a corporation, name each officer (president, secretary, chief financial officer, agent for service of process)
- is a partnership with fewer than 10 (ten) partners, name each partner.

Client Name	Client Address	Telephone Number	Nature of Business	Contacted Individual	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 to lobby on behalf of client:
Koury Geotechnical Services, Inc.	14280 Euclid Ave. Chino, CA 91710	(909) 606-6111	Geotechnical Services		Present & future project opportunities	Fernando Chavez

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CITY CLERK
LONG BEACH, CALIF

10 JUL 14 AM 9:41



City of Long Beach

LOBBYIST REGISTRATION REPORT

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333 W. Ocean Blvd.
Long Beach, CA 90802
Tel. (562) 570-6101

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Section 1- Information About All Filers

(ALL LOBBYISTS MUST COMPLETE SECTION ONE)

PART I. Type of Lobbyist:

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City of Long Beach

LOBBYIST REGISTRATION REPORT

PART II. Filer Information:

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Business Address: 320 N. Larchmont Blvd., Los Angeles, CA 90004

Business E-mail Address: steve@cerrell.com

Business Phone Number: 323-466-3445

Business Fax Number: 323-466-8653

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Privately owned company that specializes in public affairs consulting for corporate clients and business organizations.

PART III. Fees Due:

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Total Registration Fee (due at time of registration or renewal) \$ _____

Make checks payable to "City of Long Beach".

PART IV. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

Title: CFO

Address: 320 N. Larchmont Blvd. Los Angeles, CA 90004

Daytime Telephone Number: 323-466-3445

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: 7/9/10

Signature: 



City of Long Beach

LOBBYIST REGISTRATION REPORT

Section 2- Contract Lobbyist Client Information

Ownership Information:

If the filer:

- is an entity, name each individual who is an owner, partner or officer of the filer.
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Client Name	Client Address	Telephone Number	Nature of Business	Contacted Individual	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 to lobby on behalf of client:
Bombardier Transportation	679 McDonnell Rd. 2nd Flr San Francisco CA 94128	(650) 821-7343	Street car transportation systems		Issues related to future project opportunities	Fernando Chavez Lisa Gritzner
Five Star Parking	515 S Flower St. Ste 3200 Los Angeles CA 90071	(213) 784-3016	Parking lot operator		Present and future project opportunities	Fernando Chavez John Howland
Fresh & Easy Markets	2120 Park Place Ste 200 El Segundo CA 90245	(310) 341-1457	Food Markets		Public affairs future & present operations	Fernando Chavez, Lisa Gritzner, Kristen Montet Lonner
Harris Corporation	1011 Pawtucket Blvd M S 122 Lowell MA 01853 3295	(703) 999-4161	Communication systems		Present and future project opportunities	Fernando Chavez, Hal Dash, Matt Gallagher
Koury Geotechnical	14280 Euclid Ave. Chino, CA 91710	(909) 606-6111	Geotechnical Services		Present & future project opportunities	Fernando Chavez
Microsoft Corporation	300 Capitol Mall Ste 100 Sacramento CA 95814	(916) 369-3600	Software company		Issues related to present & future opportunities	Fernando Chavez, Lisa Gritzner, John Howland
WSPA	970 W 190th St. Ste 770 Torrance CA 90502	(310) 324-8565	Petroleum Trade Association		Issues related to the Petroleum industry	Fernando Chavez John Howland

City of Los Beach
Lobbyist registration Report
Cerrell Associates Inc.

Corporate Officers Required Under Section 2

Lisa Gritzner, President

Matt Klink, President and Secretary

Steve Bullock, Chief Financial Officer and agent for service



City of Long Beach

LOBBYIST QUARTERLY REPORT

RECEIVED
CITY CLERK
LONG BEACH, CALIF.

10 OCT 19 AM 9:22
Date Stamp

- 1. Fill out form
- 2. Sign and date
- 3. File with payment at the:

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

This is the quarterly report for Cerrell Associates / CLB 10-002
 (Lobbyist Name) Filer ID number

due on: (April 15 July 15 October 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.)**
- 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 QUARTERLY REPORT

PART B. Registration Update & Fees Due:

Each registrant shall also pay \$2500 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: 0

Client Registration total: 0

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

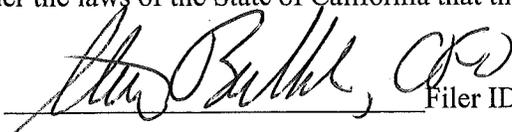
Title: CFO

Address: 320 N. Larchmont Blvd. Los Angeles, CA 90004

Daytime Telephone Number: (323) 466-3455

I have used all reasonable diligence in preparing this report. I have reviewed all the sections and 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: October 15, 2010 Signature:  Filer ID number: CLB 10-002



City of Long Beach

LOBBYIST QUARTERLY 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:
Microsoft	300 Capitol Mall Ste 100 Sacramento, CA 95814	(916) 369-3600	Software Company	Bob Foster	Software & IT procurements	Fernando Chavez Lisa Gritzner
Microsoft	300 Capitol Mall Ste 100 Sacramento, CA 95814	(916) 369-3600	Software Company	Chief Jim McDonnell	Software & IT procurements	Fernando Chavez
Microsoft	300 Capitol Mall Ste 100 Sacramento, CA 95814	(916) 369-3600	Software Company	Valerie Davis	Software & IT Procurements	Fernando Chavez
Fresh & Easy	2120 Park Place, Ste 200 El Segundo, CA 90245	(310) 341-1457	Market	Amy Bodek	Future & Present Operations	Fernando Chavez
Fresh & Easy	2120 Park Place, Ste 200 El Segundo, CA 90245	(310) 341-1457	Market	Tony Foster	Future & Present Operations	Fernando Chavez
Fresh & Easy	2120 Park Place, Ste 200 El Segundo, CA 90245	(310) 341-1457	Market	Rex Richardson	Future & Present Operations	Fernando Chavez
Koury Geotechnical Services	14280 Euclid Avenue Chino, CA 91710	(909) 606-6111	Geo-Technical Services	Gary Cardamone	Service Contract	Fernando Chavez

Filer name: Cerrell Associates Filer ID number: CLB 10-002 Date October 15, 2010



City of Long Beach
LOBBYIST QUARTERLY REPORT

Date Stamp

RECEIVED
CITY CLERK
LONG BEACH, CALIF

11 JAN 18 AM 10:37

INSTRUCTIONS

- 1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

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

This is the quarterly report for Cerrell Associates / CLB 10-010
(Lobbyist Name) Filer ID number

Due on: (April 15 July 15 October 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...
Business or organization lobbyist: Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying...
Expenditure lobbyist: A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more...



City of Long Beach
LOBBYIST QUARTERLY REPORT

PART B. Registration Update & Fees Due:

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

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

Multiple horizontal lines for listing new clients.

Number of new clients registered: _____

Client Registration total: \$ _____

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

Title: CFO

Address: 320 N Larchmont Blvd Los Angeles, CA 90004

Daytime Telephone Number: 323/466-3445

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: 1/13/11 Signature: [Handwritten Signature] Filer ID number CLB 10-010



City of Long Beach

LOBBYIST QUARTERLY 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:
Microsoft Corporation	300 Capitol Mall Ste 100 Sacramento, CA 95814	(916) 369-3600	Software Company	Suzanne Frick	Software & IT Procurements	Fernando Chavez
Microsoft Corporation	300 Capitol Mall Ste 100 Sacramento, CA 95814	(916) 369-3600	Software Company	Curtis Tani	Software & IT Procurements	Fernando Chavez
Harris Corporation	1011 Pawtucket Blvd, M S 122 Lowell, MA 01853	(703) 999-4161	Communication Systems	Samara Ashley	Service Contract/Procurement	Fernando Chavez
Harris Corporation	1011 Pawtucket Blvd, M S 122 Lowell, MA 01853	(703) 999-4161	Communication Systems	Cosmo Perrone	Service Contract/Procurement	Fernando Chavez

Filer name: Cerrell Associates Filer ID number CLB 10-010 Date 01/14/2011



City of Long Beach
LOBBYIST RENEWAL FORM

Date Stamp

RECEIVED
CITY CLERK
LONG BEACH, CALIF.

11 JAN 10 AM 10:06

INSTRUCTIONS

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

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

This is the Renewal Registration Report due January 15 for:

Lobbyist Name Cerrell Associates Inc.



Filer ID Number CLB-10-002

Calendar Year Covered 2011

Registration Fees: Persons subject to the registration requirements of this ordinance shall pay an annual fee of one hundred dollars (\$100.00). The applicable fee is due at the time of registration renewal. Payment will be deemed delinquent thereafter. A fine of twenty-five dollars (\$25.00) per day for delinquent fees, up to a maximum of five hundred dollars (\$500.00), will be assessed.

Annual Registration Fee is \$100.00

Late Fee Total (if applicable) \$ _____

Total submitted \$ 100

Payment Method: Cash _____ Check

Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

Title: CFO

Address: 320 N. Larchmont Blvd.

Daytime Telephone Number: 323-466-3445

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: January 4, 2011

Signature: _____



City of Long Beach

RECEIVED
CITY CLERK
LONG BEACH, CALIF

LOBBYIST QUARTERLY REPORT

11 APR 14 AM 9:54

1. Fill out form
2. Sign and date
3. File with payment at the:

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

Date Stamp

This is the quarterly report for Cerrell Associates / CLB 10-002
(Lobbyist Name) Filer ID number



due on: April 15 July 15 October 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.)
- 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.)
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City of Long Beach

LOBBYIST QUARTERLY REPORT

PART B. Registration Update & Fees Due:

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

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

7North Studios, 201/205 E. Anaheim Street, Long Beach, CA 90813

Number of new clients registered: 1

Client Registration total: 8

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

Title: CFO

Address: 320 N. Larchmont Blvd. Los Angeles, CA 90004

Daytime Telephone Number: (323) 466-3455

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: April 11, 2011 Signature: [Signature] Filer ID number: CLB 10-002



City of Long Beach

LOBBYIST QUARTERLY 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:
7 North Studios	201/205 E. Anaheim Street Long beach, CA 90813	562-686-9402	Film Studio	Robert Garcia	Building façade improvements / renovation	Fernando Chavez

Filer name: Cerrell Associates Filer ID number: CLB 10-002 Date October 15, 2010



City of Long Beach

LOBBYIST QUARTERLY REPORT

RECEIVED
CITY CLERK
LONG BEACH, CALIF.

INSTRUCTIONS

11 JUL 15 AM 9:43

1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

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

This is the quarterly report for Cerrell Associates / CLB 10-002
 (Lobbyist Name) Filer ID number

Due on: (April 15 July 15 October 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.)**
- 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 QUARTERLY REPORT

PART B. Registration Update & Fees Due:

Each registrant shall also pay \$25.00 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: \$ _____

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

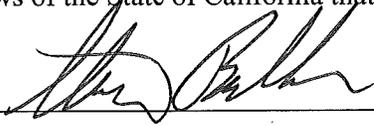
Title: CFO

Address: 320 N. Larchmont Blvd. Los Angeles CA 90004

Daytime Telephone Number: 323-466-3445

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: 7/14/11 Signature:  Filer ID number CLB 10-002



City of Long Beach

LOBBYIST QUARTERLY 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:
Fresh & Easy	2120 Park Place, Suite 200 El Segundo, CA 90245	310-341-1457	Market	Rex Richardson	Potential Site	Fernando Chavez
Microsoft	300 Capitol Mall, Suite 100 Sacramento, CA 95814	916-369-3600	Software	Curtis Tani	Technology	Fernando Chavez
7North Studios	201/205 E. Anaheim St. Long Beach, CA 90813	562-686-9402	Film Studio	Robert Garcia; Gary Delong; Patrick O'Donnell; Amy Bodek	Potential Renovations	Fernando Chavez

Filer name: Cerrell Associates Inc. Filer ID number CLB 10-002 Date July 14, 2011



City of Long Beach
LOBBYIST SEMI-ANNUAL REPORT

Date Stamp

RECEIVED
CITY CLERK
LONG BEACH, CA

12 JAN 13 AM 11:45

INSTRUCTIONS

- 1. Fill out form
2. Sign and date
3. File with the City Clerk by due date with payment enclosed, along with any applicable late fees.

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 Cerrell Associates Inc. / CLB 10-002
(Lobbyist Name) (Filer ID number)

Due on: () July 15 (x) 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:

- (x) Contract lobbyist: A person who engages in lobbying on behalf of one or more clients...
(Complete Sections 1 and 2.)
() Business or organization lobbyist: Any business or organization, whose owner(s), officers(s) or employee(s) carry out lobbying...
(Complete Sections 1 and 3.)
() Expenditure lobbyist: A person who makes payments or incurs expenditures of five thousand dollars (\$5,000) or more...



City of Long Beach

LOBBYIST SEMI-ANNUAL REPORT

PART B. Registration Update & Fees Due:

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

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

Walgreens - 104 Wilmont Road, Deerfield IL 60015

Number of new clients registered: 1

Client Registration total: \$ 25.00

Make checks payable to "City of Long Beach".

PART C. Verification of Person Responsible for Report Preparation:

Print Name: Steve Bullock

Title: CFO

Address: 320 N. Larchmont Blvd, Los Angeles CA 90004

Daytime Telephone Number: 323-466-3445

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: January 12, 2012 Signature:  Filer ID number CLB-10-002



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:
Walgreens	104 Wilmot Road, Deerfield IL 60015	847-315-4651	Retail Sales	Dee Andrews	CUP	Fernando Chavez
Walgreens	Same	Same	Same	John Edmond	CUP	Fernando Chavez
Walgreens	Same	Same	Same	Patrick O'Donnell	CUP	Fernando Chavez
Walgreens	Same	Same	Same	Bridget Sramek	CUP	Fernando Chavez
Microsoft	300 Capitol Mall, Suite 100 Sacramento, CA 95814	916-369-3600	Software	Chief Jim McDonnell	Technology	Fernando Chavez

Filer name: Cerrell Associates Inc.

Filer ID number CLB 10-002

Date January 12, 2012