

2010 P6 Client Periodic Report/Lobbyist Annual Report

Lobbyist Name: Wal-Mart Stores, Inc.

Client Name: Wal-Mart Stores, Inc.

Lobbyist Information

Principal Officer Name	Sans, Maggie
Principal Officer Title	Vice President of Public Affairs & Government Relations
Principal Officer Email	BLOCKED_EMAIL
Principal Officer Phone	(479) 204-8119
Lobbyist Business Name	Wal-Mart Stores, Inc.
Lobbyist Business Address	702 S.W. 8th Street, M.W. 215, Bentonville, AR 72716
Lobbyist Business Phone	(479) 277-0425

Client Information

Client Name	Wal-Mart Stores, Inc.
Business Address	702 S.W. 8th Street, M.W. 215, Bentonville, AR 72716
Client P.O. Name	Sans, Maggie
Business Phone	(479) 277-0425
Business Email	BLOCKED_EMAIL

Employee(s) Lobbying for Client

Employee # 1

Employee's Name	Serghini, Philip
Employee's Work Address	200 East 10th Street, Suite 812, New York, NY 10003
Employee's Work Phone	(212) 533-2186
Employee's Salary	\$19,483.00

Lobbying Activities

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Activity # 1

Subject Category Discussed issues relating to the reputation of Wal-Mart Stores, Inc.

Subject Details Discussed issues relating to the reputation of Wal-Mart Stores, Inc.

Target	Office/Department	Contact Name
NYC Council Members	Koslowitz, Karen - District No. 29 Reyna, Diana - District No. 34 Sanders, Jr., James - District No. 31 Vann, Albert - District No. 36 Ignizio, Vincent - District No. 51	

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$19,483.00

Lobbying Expenses

Aggregate of all expenses for salaries of support staff \$0.00

Total of Aggregate Expenses \$75.00 or less \$0.00

Are there expenses greater than \$75.00? YES

Itemized Expenses

Itemized Expense # 1

Paid to Connective Strategies

Purpose Consulting

Amount \$2,230.00

Itemized Expense # 2

Paid to Crossborders

Purpose Consulting

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Amount	\$67,500.00
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Itemized Expense # 3

Paid to	Douglas E. Schoen
Purpose	Consulting
Amount	\$124,364.00

Itemized Expense # 4

Paid to	Douglas E. Schoen
Purpose	Consulting
Amount	\$5,000.00

Itemized Expense # 5

Paid to	The Marino Organization
Purpose	Consulting
Amount	\$10,000.00

Itemized Expense # 6

Paid to	The Marino Organization
Purpose	Consulting
Amount	\$5,729.00

Itemized Expense # 7

Paid to	Public Strategy Group
Purpose	Consulting
Amount	\$850.00

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Itemized Expense # 8

Paid to	Public Strategy Group
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Purpose	Consulting
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Amount	\$4,894.00
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Itemized Expense # 9

Paid to	Public Strategy Group
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Purpose	Consulting
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Amount	\$770.00
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Itemized Expense # 10

Paid to	Tusk Strategies
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Purpose	Consulting
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Amount	\$25,000.00
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Itemized Expense # 11

Paid to	Tusk Strategies
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Purpose	Consulting
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Amount	\$19,750.00
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Itemized Expense # 12

Paid to	The Wright Group NY
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Purpose	Consulting
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Amount	\$6,000.00
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Itemized Expense Total	\$272,087.00
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Total Expenses for Current Period	\$272,087.00
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CERTIFICATION

I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void.

Principal Officer Name Sans, Maggie

Principal Officer Email BLOCKED_EMAIL

Certification Date 02/22/2011 16:52

ELECTRONIC SIGNATURE

Maggie Sans was required to indicate acceptance of the representations made in the following statement by entering his or her password used to access the E-Lobbyist, New York City Lobbyist Filing System and pressing the Submit button to affix his or her electronic signature and file the report with the Office of City Clerk - City of New York.

"I certify that all statements made on this report are true and correct to the best of my knowledge and belief, and I understand that the willful false statement of any material fact herein will subject me to the provisions of law relevant to the making of false instruments and will render such statement null and void."