

2011 P2 Client Periodic 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 United States of America
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 United States of America
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 United States of America
Employee's Work Phone	(212) 533-2186
Employee's Salary	\$29,225.00

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Lobbying Activities

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	Oddo, James - District No. 50 Dilan, Erik Martin - District No. 37 Wills, Ruben - District No. 28 Cabrera, Fernando - District No. 14 Comrie, Leroy - District No. 27 Vallone, Jr., Peter - District No. 22	

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$29,225.00

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 1-2-1 Direct

Purpose Consulting

Amount \$167,352.00

Itemized Expense # 2

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Paid to	Forum Strategy
Purpose	Consulting
Amount	\$5,000.00

Itemized Expense # 3

Paid to	Forum Strategy
Purpose	Consulting
Amount	\$5,000.00

Itemized Expense # 4

Paid to	The Marino Group
Purpose	Consulting
Amount	\$16,000.00

Itemized Expense # 5

Paid to	The Marino Group
Purpose	Consulting
Amount	\$1,308.35

Itemized Expense # 6

Paid to	Public Strategy Group
Purpose	Consulting
Amount	\$1,041.31

Itemized Expense # 7

Paid to	Public Strategy Group
Purpose	Consulting

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Amount	\$5,975.00
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Itemized Expense # 8

Paid to	Public Strategy Group
Purpose	Consulting
Amount	\$2,252.36

Itemized Expense # 9

Paid to	Tusk Strategies
Purpose	Consulting
Amount	\$25,000.00

Itemized Expense # 10

Paid to	Tusk Strategies
Purpose	Consulting
Amount	\$90,000.00

Itemized Expense # 11

Paid to	99 Solutions
Purpose	Consulting
Amount	\$8,000.00

Itemized Expense # 12

Paid to	Connective Strategies
Purpose	Consulting
Amount	\$12,000.00

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Itemized Expense # 13

Paid to	Crossborders
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Purpose	Consulting
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Amount	\$20,000.00
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Itemized Expense # 14

Paid to	Crossborders
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Purpose	Consulting
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Amount	\$7,500.00
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Itemized Expense # 15

Paid to	Douglas E. Schoen
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Purpose	Consulting
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Amount	\$5,000.00
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Itemized Expense # 16

Paid to	The Marino Group
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Purpose	Consulting
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Amount	\$16,000.00
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Itemized Expense # 17

Paid to	Public Strategy Group
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Purpose	Consulting
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Amount	\$3,657.38
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Itemized Expense # 18

Paid to	Tusk Strategies
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Purpose	Consulting
Amount	\$15,000.00

Itemized Expense # 19

Paid to	Tusk Strategies
Purpose	Consulting
Amount	\$8,162.00

Itemized Expense Total	\$414,248.40
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Total Expenses for Current Period	\$414,248.40
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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
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	05/13/2011 16:34
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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."