

## 2013 P5 Client Periodic Report

Lobbyist Name: American Heart Association, Inc.

Client Name: American Heart Association, Inc.

### Lobbyist Information

Principal Officer Name Vitale, Robin

Principal Officer Title Senior Director

Principal Officer Email BLOCKED\_EMAIL

Principal Officer Phone (212) 878-5922

Lobbyist Business Name American Heart Association, Inc.

Lobbyist Business Address 122 East 42 Street, 18th Floor, New York, NY 10168  
United States of America

Lobbyist Business Phone (212) 878-5900

### Client Information

Client Name American Heart Association, Inc.

Business Address 122 East 42 Street, 18th Floor, New York, NY 10168  
United States of America

Client P.O. Name Vitale, Robin

Business Phone (212) 878-5900

Business Email BLOCKED\_EMAIL

### Employee(s) Lobbying for Client

#### Employee # 1

Employee's Name DiMeo, Jessica

Employee's Work Address 125 East Bethpage Road, Suite 100, Plainview, NY  
11803 United States of America

Employee's Work Phone (516) 450-9111

Employee's Salary \$71.20

#### Employee # 2

## 2013 P5 Client Periodic Report

Lobbyist Name: American Heart Association, Inc.

Client Name: American Heart Association, Inc.

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|                 |                |
|-----------------|----------------|
| Employee's Name | Galarza, Maria |
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|                         |  |
|-------------------------|--|
| Employee's Work Address | 122 East 42nd Street, 18th Floor, New York, NY 10168<br>United States of America |
|-------------------------|--|

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|                       |                |
|-----------------------|----------------|
| Employee's Work Phone | (212) 878-5969 |
|-----------------------|----------------|

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|                   |          |
|-------------------|----------|
| Employee's Salary | \$452.30 |
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### Employee # 3

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| Employee's Name | Vitale, Robin |
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|                         |  |
|-------------------------|--|
| Employee's Work Address | 122 East 42nd Street, 18th Floor, New York, NY 10176<br>United States of America |
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|                       |                |
|-----------------------|----------------|
| Employee's Work Phone | (609) 223-3759 |
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|-------------------|----------|
| Employee's Salary | \$682.72 |
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## Lobbying Activities

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### Activity # 1

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| Subject Category | Introduction |
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| Subject Details | The American Heart Association lobbied in support of Introduction 250A, legislation that will increase the legal age to sell tobacco to the age of 21. |
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Client Name: American Heart Association, Inc.

| Target   | Office/Department | Contact Name                                    |
|--|-------------------|---|
| Health And Mental Hygiene, Department of (DOHMH) |                   | Farley, Thomas<br>Miller, Sam<br>Sperling, Anne |

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| Target              | Office/Department   | Contact Name |
|---------------------|---|--------------|
| NYC Council Members | Arroyo, Maria del Carmen - District No. 17<br>Barron, Charles - District No. 42<br>Bramer, James Van - District No. 26<br>Brewer, Gale - District No. 6<br>Cabrera, Fernando - District No. 14<br>Chin, Margaret - District No. 1<br>Comrie, Leroy - District No. 27<br>Crowley, Elizabeth - District No. 30<br>Dickens, Inez - District No. 9<br>Dilan, Erik Martin - District No. 37<br>Dromm, Daniel - District No. 25<br>Eugene, Mathieu - District No. 40<br>Ferraras, Julissa - District No. 21<br>Fidler, Lewis - District No. 46<br>Foster, Helen - District No. 16<br>Garodnick, Daniel - District No. 4<br>Gennaro, James - District No. 24<br>Gentile, Vincent J. - District No. 43<br>Gonzalez, Sara M. - District No. 38<br>Halloran III, Daniel - District No. 19<br>Ignizio, Vincent - District No. 51<br>Jackson, Robert - District No. 7<br>James, Letitia - District No. 35<br>Koo, Peter - District No. 20<br>Koppell, G. Oliver - District No. 11<br>Koslowitz, Karen - District No. 29<br>Lander, Bradford - District No. 39<br>Lappin, Jessica - District No. 5<br>Levin, Stephen - District No. 33<br>Mealy, Darlene - District No. 41<br>Mendez, Rosie - District No. 2<br>Nelson, Jr., Michael C. - District No. 48<br>Oddo, James - District No. 50<br>Palma, Annabel - District No. 18<br>Quinn, Christine - District No. 3<br>Recchia, Jr., Domenic M. - District No. 47<br>Reyna, Diana - District No. 34<br>Rivera, Joel - District No. 15<br>Rodriguez, Ydanis - District No. 10<br>Rose, Deborah - District No. 49<br>Ulrich, Eric - District No. 32<br>Vacca, James - District No. 13<br>Vallone, Jr., Peter - District No. 22 |              |

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|--------|---|--------------|
|        | Vann, Albert - District No. 36<br>Viverito, Melissa - District No. 8<br>Weprin, Mark - District No. 23<br>Williams, Jumaane - District No. 45<br>Greenfield, David - District No. 44<br>King, Andy - District No. 12<br>Richards Jr., Donovan - District No. 31<br>Wills, Ruben - District No. 28 |              |

### Activity # 2

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#### Subject Category

Introduction

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#### Subject Details

The American Heart Association lobbied in support of Introduction 1021A, legislation that strengthens the tobacco pricing policies.

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|--|-------------------|---|
| Health And Mental Hygiene, Department of (DOHMH) |                   | Farley, Thomas<br>Miller, Sam<br>Sperling, Anne |

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|        | Weprin, Mark - District No. 23          |              |
|        | Williams, Jumaane - District No. 45     |              |
|        | Greenfield, David - District No. 44     |              |
|        | King, Andy - District No. 12            |              |
|        | Richards Jr., Donovan - District No. 31 |              |
|        | Wills, Ruben - District No. 28          |              |

### Activity # 3

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#### Subject Category

Introduction

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#### Subject Details

The American Heart Association lobbied to amend Introduction 1020, legislation that would ban the display of tobacco products.

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### Activity # 4

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**Subject Category**

Issue Education

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**Subject Details**

The American Heart Association lobbied in support of strengthening physical education enforcement and implementing CPR training as part of health education curriculum in NYC high schools.

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|        | Greenfield, David - District No. 44     |              |
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|        | Wills, Ruben - District No. 28          |              |

### Summary of Compensation from Client

Total Compensation Paid or Owed for Current Period      \$1,206.22

### 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?      No

Itemized Expense Total      \$0.00

Total Expenses for Current Period      \$0.00

### Reimbursed Expenses

Total Reimbursed Expenses for Current Period      \$0.00

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Client Name: American Heart Association, Inc.

### 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 | Vitale, Robin |
|------------------------|---------------|

|                         |               |
|-------------------------|---------------|
| Principal Officer Email | BLOCKED_EMAIL |
|-------------------------|---------------|

|                    |                  |
|--------------------|------------------|
| Certification Date | 11/12/2013 23:21 |
|--------------------|------------------|

### ELECTRONIC SIGNATURE

Robin Vitale 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."