

2009 P5 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

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

Lobbyist Business Address 122 East 42 Street, 18th Floor, New York, NY 10168

Lobbyist Business Phone (212) 878-5900

Client Information

Client Name American Heart Association

Business Address 122 East 42 Street, 18th Floor, New York, NY 10168

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 Keane, Bryan

Employee's Work Address 122 East 42nd Street, 18th Floor, New York, NY 10168

Employee's Work Phone (212) 878-5925

Employee # 2

Employee's Name Vitale, Robin

Employee's Work Address 1 Union Lane, Robbinsville, NJ 08691

2009 P5 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

Employee's Work Phone (609) 223-3759

Employee # 3

Employee's Name Lancaster, Brooks

Employee's Work Address 122 E. 42nd Street, 18th Floor, New York, NY 10168

Employee's Work Phone (212) 878-5975

Employee # 4

Employee's Name Galarza, Maria

Employee's Work Address 122 East 42nd Street, 18th Floor, New York, NY 10168

Employee's Work Phone (212) 878-5969

Employee # 5

Employee's Name Thompsen, Bill

Employee's Work Address 1 Union Lane, Robbinsville, NJ 08691

Employee's Work Phone (609) 223-3752

Lobbying Activities

Activity # 1

Subject Category Local Law

Subject Details The American Heart Association worked to pass Local Law 2009-055, legislation to provide language assistance services in certain pharmacies. Grassroots activities included two online action alerts. We also supported two press events and were present at the bill signing.

Is the Lobbying Target an Entity or a Person? entity

Lobbying Target's Name NYC Council

Is the Lobbying Target an Entity or a Person? person

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Lobbying Target's Name

Bloomberg, Mayor Michael R.

Activity # 2

Subject Category

Good Health Brooklyn Event

Subject Details

The American Heart Association supported the October event for Good Health Brooklyn, supported by the Brooklyn Borough President's Office. Commissioner Tom Farley presented and a follow-up conversation regarding AHA priorities took place.

Is the Lobbying Target an Entity or a Person?

person

Lobbying Target's Name

Markowitz, Borough President Marty

Is the Lobbying Target an Entity or a Person?

person

Lobbying Target's Name

Farley, Commisioner Tom

Activity # 3

Subject Category

Local Law

Subject Details

The American Heart Association worked to gain the passage of Local Law 2009-069, legislation that will restrict the sale of candy, fruit or liquor-flavored cigars, cigarillos and smokeless tobacco in NYC. Grassroots activities included several online action alerts and photo drives. Direct messaging took place to all Council Members and Council Staff. Two press events were supported and the AHA was present at the bill signing.

Is the Lobbying Target an Entity or a Person?

entity

Lobbying Target's Name

NYC Council

Is the Lobbying Target an Entity or a Person?

person

Lobbying Target's Name

Bloomberg, Mayor Michael R.

Activity # 4

Subject Category

Local Law

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Subject Details

The American Heart Association worked to support Land Use Application 1244-2009, otherwise known as the Food Retail Expansion to Support Health (FRESH) Program. Testimony was delivered to the NYC Council Subcommittee on Zoning and Franchise.

Is the Lobbying Target an Entity or a Person?

entity

Lobbying Target's Name

NYC Council Subcommittee on Zoning and Franchise

Summary of Compensation

Total Compensation Paid or Owed for Current Period

\$2,556.08

Year to Date Total Compensation Paid or Owed

\$8,939.01

Lobbying Expenses

Aggregate of all expenses for salaries of support staff

\$0.00

Total of Aggregate Expenses \$75.00 or less

\$12.13

Are there expenses greater than \$75.00?

No

Itemized Expense Total

\$0.00

Total Expenses for Current Period

\$12.13

Year to Date Total of Expenses

\$3,742.44

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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	Vitale, Robin
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Principal Officer Email	BLOCKED_EMAIL
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Certification Date	11/13/2009 18:31
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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."