

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

Lobbyist Entities

Lobbyist Entity # 1

Lobbyist Entity's Name	American Heart Association
Lobbyist Entity's Business Phone	(212) 878-5900
Lobbyist Entity's Business Address	122 East 42 Street, 18th Floor, New York, NY 10168
Compensation Paid or Owed During the Calendar Year	\$0

Lobbying Activities

Activity # 1

Subject Category	Introduction
Subject Details	The AHA lobbied for the passage of Intro 642-2007, legislation tha restricted smoking on hospital campuses.

2009 Client Annual Report for American Heart Association

Target	Office/Department	Contact Name
NYC Council Members		Arroyo, Maria del Carmen - District No. 17
		Avella, Tony - District No. 19
		Baez, Maria - District No. 14
		Barron, Charles - District No. 42
		Brewer, Gale - District No. 6
		Comrie, Leroy - District No. 27
		Crowley, Elizabeth - District No. 30
		DeBlasio, Bill - District No. 39
		Dickens, Inez - District No. 9
		Dilan, Erik Martin - District No. 37
		Eugene, Mathieu - District No. 40
		Felder, Simcha - District No. 44
		Ferraras, Julissa - District No. 21
		Fidler, Lewis - District No. 46
		Foster, Helen - District No. 16
		Garodnick, Daniel - District No. 4
		Gennaro, James - District No. 24
		Gentile, Vincent J. - District No. 43
		Gerson, Alan - District No. 1
		Gioia, Eric - District No. 26
		Gonzalez, Sara M. - District No. 38
		Ignizio, Vincent - District No. 51
		Jackson, Robert - District No. 7
		James, Letitia - District No. 35
		Katz, Melinda - District No. 29
		Koppell, G. Oliver - District No. 11
		Lappin, Jessica - District No. 5
		Liu, John - District No. 20
		Martinez, Miguel - District No. 10
		Mealy, Darlene - District No. 41
		Mendez, Rosie - District No. 2
		Mitchell, Kenneth - District No. 49
		Nelson, Jr., Michael C. - District No. 48
		Oddo, James - District No. 50
		Palma, Annabel - District No. 18
		Quinn, Christine - District No. 3
		Recchia, Jr., Domenic M. - District No. 47
		Reyna, Diana - District No. 34
		Rivera, Joel - District No. 15
		Sanders, Jr., James - District No. 31
		Seabrook, Larry - District No. 12
		Sears, Helen - District No. 25
		Stewart, Kendall - District No. 45
		Ulrich, Eric - District No. 32
		Vacca, James - District No. 13
		Vallone, Jr., Peter - District No. 22

2009 Client Annual Report for American Heart Association

Target	Office/Department	Contact Name
	Vann, Albert - District No. 36	
	Viverito, Melissa - District No. 8	
	Weprin, David - District No. 23	
	White, Jr., Thomas - District No. 28	
	Yassky, David - District No. 33	

Activity # 2

Subject Category

Introduction

Subject Details

The AHA lobbied for the passage of Intro 433-2006, legislation that restricts the sale of most flavored tobacco products in NYC.

2009 Client Annual Report for American Heart Association

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NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Avella, Tony - District No. 19 Baez, Maria - District No. 14 Barron, Charles - District No. 42 Brewer, Gale - District No. 6 Comrie, Leroy - District No. 27 Crowley, Elizabeth - District No. 30 DeBlasio, Bill - District No. 39 Dickens, Inez - District No. 9 Dilan, Erik Martin - District No. 37 Eugene, Mathieu - District No. 40 Felder, Simcha - District No. 44 Ferraras, Julissa - District No. 21 Fidler, Lewis - District No. 46 Foster, Helen - District No. 16 Garodnick, Daniel - District No. 4 Gennaro, James - District No. 24 Gentile, Vincent J. - District No. 43 Gerson, Alan - District No. 1 Gioia, Eric - District No. 26 Gonzalez, Sara M. - District No. 38 Ignizio, Vincent - District No. 51 Jackson, Robert - District No. 7 James, Letitia - District No. 35 Katz, Melinda - District No. 29 Koppell, G. Oliver - District No. 11 Lappin, Jessica - District No. 5 Liu, John - District No. 20 Martinez, Miguel - District No. 10 Mealy, Darlene - District No. 41 Mendez, Rosie - District No. 2 Mitchell, Kenneth - District No. 49 Nelson, Jr., Michael C. - District No. 48 Oddo, James - District No. 50 Palma, Annabel - District No. 18 Quinn, Christine - District No. 3 Recchia, Jr., Domenic M. - District No. 47 Reyna, Diana - District No. 34 Rivera, Joel - District No. 15 Sanders, Jr., James - District No. 31 Seabrook, Larry - District No. 12 Sears, Helen - District No. 25 Stewart, Kendall - District No. 45 Ulrich, Eric - District No. 32 Vacca, James - District No. 13 Vallone, Jr., Peter - District No. 22	

2009 Client Annual Report for American Heart Association

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	Vann, Albert - District No. 36 Viverito, Melissa - District No. 8 Weprin, David - District No. 23 White, Jr., Thomas - District No. 28 Yassky, David - District No. 33	
NYC Council Members - Staff	Rivera, Joel - District No. 15	Siman, Adira Mancuso, Joseph

Activity # 3

Subject Category Local Law

Subject Details The AHA lobbied for the passage of Local Law 2009-069, a law that restricts the sale of most flavored tobacco products in NYC.

Target	Office/Department	Contact Name
Office of The Mayor (OTM)	Mayor	Bloomberg, Michael

Activity # 4

Subject Category Introduction

Subject Details The AHA lobbied in support of Intro 667-2007, legislation that would alter the mechanism for response times for firefighter units and ambulances to fire and medical emergencies.

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		Avella, Tony - District No. 19
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		Barron, Charles - District No. 42
		Brewer, Gale - District No. 6
		Comrie, Leroy - District No. 27
		Crowley, Elizabeth - District No. 30
		DeBlasio, Bill - District No. 39
		Dickens, Inez - District No. 9
		Dilan, Erik Martin - District No. 37
		Eugene, Mathieu - District No. 40
		Felder, Simcha - District No. 44
		Ferraras, Julissa - District No. 21
		Fidler, Lewis - District No. 46
		Foster, Helen - District No. 16
		Garodnick, Daniel - District No. 4
		Gennaro, James - District No. 24
		Gentile, Vincent J. - District No. 43
		Gerson, Alan - District No. 1
		Gioia, Eric - District No. 26
		Gonzalez, Sara M. - District No. 38
		Ignizio, Vincent - District No. 51
		Jackson, Robert - District No. 7
		James, Letitia - District No. 35
		Katz, Melinda - District No. 29
		Koppell, G. Oliver - District No. 11
		Lappin, Jessica - District No. 5
		Liu, John - District No. 20
		Martinez, Miguel - District No. 10
		Mealy, Darlene - District No. 41
		Mendez, Rosie - District No. 2
		Mitchell, Kenneth - District No. 49
		Nelson, Jr., Michael C. - District No. 48
		Oddo, James - District No. 50
		Palma, Annabel - District No. 18
		Quinn, Christine - District No. 3
		Recchia, Jr., Domenic M. - District No. 47
		Reyna, Diana - District No. 34
		Rivera, Joel - District No. 15
		Sanders, Jr., James - District No. 31
		Seabrook, Larry - District No. 12
		Sears, Helen - District No. 25
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		Ulrich, Eric - District No. 32
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	Vann, Albert - District No. 36	
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	White, Jr., Thomas - District No. 28	
	Yassky, David - District No. 33	

Activity # 5

Subject Category	Introduction
Subject Details	The AHA lobbied in support of Intro 76-2006, legislation that would affect the comprehensive tracking of emergency medical response times.

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NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Avella, Tony - District No. 19 Baez, Maria - District No. 14 Barron, Charles - District No. 42 Brewer, Gale - District No. 6 Comrie, Leroy - District No. 27 Crowley, Elizabeth - District No. 30 DeBlasio, Bill - District No. 39 Dickens, Inez - District No. 9 Dilan, Erik Martin - District No. 37 Eugene, Mathieu - District No. 40 Felder, Simcha - District No. 44 Ferraras, Julissa - District No. 21 Fidler, Lewis - District No. 46 Foster, Helen - District No. 16 Garodnick, Daniel - District No. 4 Gennaro, James - District No. 24 Gentile, Vincent J. - District No. 43 Gerson, Alan - District No. 1 Gioia, Eric - District No. 26 Gonzalez, Sara M. - District No. 38 Ignizio, Vincent - District No. 51 Jackson, Robert - District No. 7 James, Letitia - District No. 35 Katz, Melinda - District No. 29 Koppell, G. Oliver - District No. 11 Lappin, Jessica - District No. 5 Liu, John - District No. 20 Martinez, Miguel - District No. 10 Mealy, Darlene - District No. 41 Mendez, Rosie - District No. 2 Mitchell, Kenneth - District No. 49 Nelson, Jr., Michael C. - District No. 48 Oddo, James - District No. 50 Palma, Annabel - District No. 18 Quinn, Christine - District No. 3 Recchia, Jr., Domenic M. - District No. 47 Reyna, Diana - District No. 34 Rivera, Joel - District No. 15 Sanders, Jr., James - District No. 31 Seabrook, Larry - District No. 12 Sears, Helen - District No. 25 Stewart, Kendall - District No. 45 Ulrich, Eric - District No. 32 Vacca, James - District No. 13 Vallone, Jr., Peter - District No. 22	

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Activity # 6

Subject Category

Budget

Subject Details

The AHA lobbied to support the reinstatement of city funding to EMS / FDNY for emergency response.

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	Yassky, David - District No. 33	

Activity # 7

Subject Category

Introduction

Subject Details

The AHA lobbied for the passage of Intro 871-2008, legislation that allowed for protocol for bicycle-riders to bring equipment into office buildings.

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		Barron, Charles - District No. 42
		Brewer, Gale - District No. 6
		Comrie, Leroy - District No. 27
		Crowley, Elizabeth - District No. 30
		DeBlasio, Bill - District No. 39
		Dickens, Inez - District No. 9
		Dilan, Erik Martin - District No. 37
		Eugene, Mathieu - District No. 40
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		Fidler, Lewis - District No. 46
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		Gentile, Vincent J. - District No. 43
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		Gonzalez, Sara M. - District No. 38
		Ignizio, Vincent - District No. 51
		Jackson, Robert - District No. 7
		James, Letitia - District No. 35
		Katz, Melinda - District No. 29
		Koppell, G. Oliver - District No. 11
		Lappin, Jessica - District No. 5
		Liu, John - District No. 20
		Martinez, Miguel - District No. 10
		Mealy, Darlene - District No. 41
		Mendez, Rosie - District No. 2
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	White, Jr., Thomas - District No. 28	
	Yassky, David - District No. 33	

Activity # 8

Subject Category

Introduction

Subject Details

The AHA lobbied for the passage of Intro 859-2008, legislation that provided for language assistance services in NYC pharmacies.

2009 Client Annual Report for American Heart Association

Target	Office/Department	Contact Name
NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Avella, Tony - District No. 19 Baez, Maria - District No. 14 Barron, Charles - District No. 42 Brewer, Gale - District No. 6 Comrie, Leroy - District No. 27 Crowley, Elizabeth - District No. 30 DeBlasio, Bill - District No. 39 Dickens, Inez - District No. 9 Dilan, Erik Martin - District No. 37 Eugene, Mathieu - District No. 40 Felder, Simcha - District No. 44 Ferraras, Julissa - District No. 21 Fidler, Lewis - District No. 46 Foster, Helen - District No. 16 Garodnick, Daniel - District No. 4 Gennaro, James - District No. 24 Gentile, Vincent J. - District No. 43 Gerson, Alan - District No. 1 Gioia, Eric - District No. 26 Gonzalez, Sara M. - District No. 38 Ignizio, Vincent - District No. 51 Jackson, Robert - District No. 7 James, Letitia - District No. 35 Katz, Melinda - District No. 29 Koppell, G. Oliver - District No. 11 Lappin, Jessica - District No. 5 Liu, John - District No. 20 Martinez, Miguel - District No. 10 Mealy, Darlene - District No. 41 Mendez, Rosie - District No. 2 Mitchell, Kenneth - District No. 49 Nelson, Jr., Michael C. - District No. 48 Oddo, James - District No. 50 Palma, Annabel - District No. 18 Quinn, Christine - District No. 3 Recchia, Jr., Domenic M. - District No. 47 Reyna, Diana - District No. 34 Rivera, Joel - District No. 15 Sanders, Jr., James - District No. 31 Seabrook, Larry - District No. 12 Sears, Helen - District No. 25 Stewart, Kendall - District No. 45 Ulrich, Eric - District No. 32 Vacca, James - District No. 13 Vallone, Jr., Peter - District No. 22	

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	Yassky, David - District No. 33	

Activity # 9

Subject Category Determination of Board or Commission

Subject Details The AHA lobbied for the implementation of graphic signage at points of purchase for tobacco retail sales.

Target	Office/Department	Contact Name
The Department of Health And Mental Hygiene (DOHMH)		Farley, Thomas

Activity # 10

Subject Category Good Health Brooklyn Event

Subject Details The AHA supported the Good Health Brooklyn Launch where Brooklyn BP Marty Markowitz and NYC DHMH Commissioner Thomas Farley were present.

Target	Office/Department	Contact Name
Borough President - Brooklyn		Markowitz, Marty
The Department of Health And Mental Hygiene (DOHMH)		Farley, Thomas

Activity # 11

Subject Category Land Use Application

Subject Details The AHA lobbied for the approval of Land Use Application 1244-2009, also known as the FRESH proposal. The proposal would encourage greater access to fresh fruits and vegetables in under-served neighborhoods.

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Activity # 12

Subject Category National Sodium Reduction Initiative

Subject Details The AHA provided scientific support to the NYC DHMH for the launch of the NSRI, National Sodium Reduction Initiative with the intention of implementing voluntary guidelines for restaurants and food manufacturers to lower the sodium consumption of the general public.

Target	Office/Department	Contact Name
The Department of Health And Mental Hygiene (DOHMH)		Farley, Thomas

Reimbursed Client Expenses (Expenses Reimbursed to the Lobbyist)

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

Total of Aggregate Expenses \$75.00 or less \$3,742.44

Are there expenses greater than \$75.00? No

Itemized Expenses

Itemized Expense Total \$0.00

Total Compensation Paid or Owed During the Calendar Year \$0.00

Total Expenses and Compensation for Year \$3,742.44

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	02/15/2010 15:42
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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."