

2010 P1 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 Day, David

Employee's Work Address 54 Wayside Drive, Suite C, West Springfield, MA 01089

Employee's Work Phone (413) 735-2110

Employee # 2

Employee's Name Galarza, Maria

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

2010 P1 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

Employee's Work Phone (212) 878-5969

Employee # 3

Employee's Name Hurley, Mark

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

Employee's Work Phone (212) 878-5932

Employee # 4

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 # 5

Employee's Name Vitale, Robin

Employee's Work Address 122 East 42nd Street, 18th Floor, New York, NY 10176

Employee's Work Phone (609) 223-3759

Lobbying Activities

Activity # 1

Subject Category Proclamation

Subject Details The American Heart Association sought and received a proclamation to promote our Go Red for Women Movement and National Wear Red Day in New York City. Council presented the proclamation on February 11th.

2010 P1 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

Target	Office/Department	Contact Name
NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Barron, Charles - District No. 42 Bramer, James Van - District No. 26 Brewer, Gale - District No. 6 Cabrera, Fernando - District No. 14 Chin, Margaret - District No. 1 Comrie, Leroy - District No. 27 Crowley, Elizabeth - District No. 30 Dickens, Inez - District No. 9 Dilan, Erik Martin - District No. 37 Dromm, Daniel - District No. 25 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 Gonzalez, Sara M. - District No. 38 Halloran III, Daniel - District No. 19 Ignizio, Vincent - District No. 51 Jackson, Robert - District No. 7 James, Letitia - District No. 35 Koo, Peter - District No. 20 Koppell, G. Oliver - District No. 11 Koslowitz, Karen - District No. 29 Lander, Bradford - District No. 39 Lappin, Jessica - District No. 5 Levin, Stephen - District No. 33 Mealy, Darlene - District No. 41 Mendez, Rosie - District No. 2 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 Rodriguez, Ydanis - District No. 10 Rose, Deborah - District No. 49 Sanders, Jr., James - District No. 31 Seabrook, Larry - District No. 12	

2010 P1 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

Target	Office/Department	Contact Name
	Ulrich, Eric - District No. 32 Vacca, James - District No. 13 Vallone, Jr., Peter - District No. 22 Vann, Albert - District No. 36 Viverito, Melissa - District No. 8 Weprin, Mark - District No. 23 White, Jr., Thomas - District No. 28 Williams, Jumaane - District No. 45	

Activity # 2

Subject Category

Go Red for Women Partnership

Subject Details

The American Heart Association worked with staff of the NYC DHMH to promote the Go Red for Women movement and National Wear Red Day throughout the city. Special posters were created using the DHMH information. Commissioner Farley assisted in the Empire State Building going red. The DHMH information was forwarded through the American Heart Association's You're the Cure grassroots network.

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

Activity # 3

Subject Category

Public Hearing on FDNY / OEMS / VACs

Subject Details

The American Heart Association was invited to testify at the Joint Hearing of the Council Committee on Health and the Committee on Fire and Criminal Justice Services. The intention of the hearing was to address concerns regarding the FDNY action to remove Volunteer Ambulance Corps from the city's computer-aided dispatch. During the hearing the FDNY offered to reverse this action.

2010 P1 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

Target	Office/Department	Contact Name
NYC Council Members	Arroyo, Maria del Carmen - District No. 17 Dickens, Inez - District No. 9 Eugene, Mathieu - District No. 40 Ferraras, Julissa - District No. 21 Foster, Helen - District No. 16 Mendez, Rosie - District No. 2 Rivera, Joel - District No. 15 Rose, Deborah - District No. 49 Vallone, Jr., Peter - District No. 22 Vann, Albert - District No. 36 Crowley, Elizabeth - District No. 30 Gentile, Vincent J. - District No. 43 Halloran III, Daniel - District No. 19 Rodriguez, Ydanis - District No. 10 Bramer, James Van - District No. 26	

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$1,305.63

Year to Date Total Compensation Paid or Owed \$1,305.63

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

Year to Date Total of Expenses \$0.00

2010 P1 Client Periodic Report

Lobbyist Name: American Heart Association

Client Name: American Heart Association

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	03/16/2010 14:01
--------------------	------------------

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."