

2010 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 Day, David

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

Employee's Work Phone (413) 735-2110

Employee's Salary \$299.65

Employee # 2

Employee's Name Lancaster, Brooks

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Lobbyist Name: American Heart Association

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Employee's Work Address	122 E. 42nd Street, 18th Floor, New York, NY 10168
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Employee's Work Phone	(212) 878-5975
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Employee's Salary	\$230.90
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Employee # 3

Employee's Name	Thompsen, Bill
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Employee's Work Address	1 Union Street, Suite 301, Robbinsville, NJ 08691
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Employee's Work Phone	(609) 223-3752
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Employee's Salary	\$147.22
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Employee # 4

Employee's Name	Vitale, Robin
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Employee's Work Address	122 East 42nd Street, 18th Floor, New York, NY 10176
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Employee's Work Phone	(609) 223-3759
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Employee's Salary	\$899.99
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Lobbying Activities

Activity # 1

Subject Category	Introduction
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Subject Details	The AHA lobbied in support of Intro 0332-2010, legislation that will restrict smoking in many outdoor public lands. Activities included: council office visits, press events, creation of a YouTube video and research.
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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 Bramer, James Van - District No. 26 Vann, Albert - District No. 36 Crowley, Elizabeth - District No. 30 Dromm, Daniel - District No. 25 Gentile, Vincent J. - District No. 43 Viverito, Melissa - District No. 8 Vacca, James - District No. 13 Brewer, Gale - District No. 6	
Office of The Mayor (OTM)	Mayor	Bloomberg, Michael
The Department of Health And Mental Hygiene (DOHMH)		Farley, Thomas
Department of Parks & Recreation		Benepe, Adrian

Activity # 2

Subject Category

School Food Rocks Event - CM Lander

Subject Details

The AHA supported the event coordinated in part by the office of Council Member Brad Lander. The AHA provided a speaker on nutrition education for two break-out sessions and also supplied resources regarding AHA school programs and policy work in school nutrition and physical education standards. The AHA also participated in a round table discussion with Council Member Lander, focused on policy proposals.

Target	Office/Department	Contact Name
NYC Council Members	Lander, Bradford - District No. 39	

Activity # 3

Subject Category

Grant Application to USDA

Subject Details

The AHA worked with staff at the DOE to gain support of our federal grant application to the USDA re: the USDA School Garden Pilot Program.

Target	Office/Department	Contact Name
NYC Department of Education		Keberle, Erica Davis, Meserete

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Activity # 4

Subject Category SNAP Proposal

Subject Details The AHA worked with the NYC DoHMH to provide support to the proposal to pilot a restriction on the use of food stamps to purchase sugar-sweetened beverages.

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

Summary of Compensation

Total Compensation Paid or Owed for Current Period \$1,577.76

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

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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	11/15/2010 12:47
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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."