

# NY STATE CLIENT SEMI ANNUAL REPORT

Marking Instructions: Please type or use blue or black ink pen.  
Completely fill in one circle.  
Print legible numbers and black letters, no script.

**COMPLETE ALL SECTIONS**  
before submitting or form will be returned.

**I Reporting Information**

Year: 2012

Fill in circle if amendment

Report Period:  January/June  July/December

Type of Lobbying:  Nonprocurement  Procurement  Both

Client Filing Fee Check Number: 2150

FOR OFFICE USE ONLY

CHK# 2150 \$50- *Cjn*

RECEIVED JAN 14 2013  
ENT'D JAN 25 2013  
130419

**II Client Information**

Name: Common Sense

Permanent Business Address: PO Box 96

City: Midlothian State: VA ZIP code: 23113

Business Phone: 540-341-8808 Fax Number: 540-341-8809

Third Party Beneficiary (see instructions):

**III Lobbyist(s) Information & Compensation (Current Period Only)**

Any individual or organization that has lobbied on behalf of the client must be reported below, regardless of whether the threshold was exceeded by that individual or organization.

**A** Type of Lobbyist:  Retained  Employed  Designated  
 Level of Gov't:  State Lobbying  Local Lobbying  Both  
 Name: Advancing Strategies, LLC Phone Number: 540-341-8808  
 Address: PO Box 96  
 City: Midlothian State: VA ZIP code: 23113  
 Compensation for current period: \$60,000 .00

**B** Type of Lobbyist:  Retained  Employed  Designated  
 Level of Gov't:  State Lobbying  Local Lobbying  Both  
 Name: Phone Number:  
 Address:  
 City: State: ZIP code:  
 Compensation for current period: \$ .00

**C** Type of Lobbyist:  Retained  Employed  Designated  
 Level of Gov't:  State Lobbying  Local Lobbying  Both  
 Name: Phone Number:  
 Address:  
 City: State: ZIP code:  
 Compensation for current period: \$ .00

Continued on attached pages

**D TOTAL COMPENSATION** of ALL lobbyists for current period.....(A+B+C+addendum sheets): \$60,000 .00

**IV Other Expenses (Current Semi-Annual Period Only)**

**A** Report in the aggregate all expenses less than or equal to \$75: \$ 0 .00  
**B** Report in the aggregate all expenses for salaries of non-lobbying employees: \$ 0 .00

**C Itemize each expense exceeding \$75:**

PAID TO: Donahue Direct DATE: 07 / 27 / 2012  Ad  Social Event  
 PURPOSE: Website Design AMOUNT: \$ 14,000 .00  \*Addendum attached  
 PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 08 / 15 / 2012  Ad  Social Event  
 PURPOSE: Mailing AMOUNT: \$ 14,650 .00  \*Addendum attached  
 PROCUREMENT  NONPROCUREMENT

Continued on attached pages

\* If any expense listed above exceeds \$75 for an individual, you must attach the addendum page listing the expense, dollar amount attributable to the individual and the name, title and employer of the individual.

**D Total expenses for current period:** \$953,297 .00 (if applicable, include all expenses from attached pages in total)

**V Source of Funding Disclosure**

**Instructions:** In the event only one person or entity is listed as the Single Source for a Contribution(s), use Section A. In the event multiple persons or entities have been aggregated as a Single Source for a Contribution(s), use Section B.

**A** Below, list all contributions received from the Single Source. Include the date and the amount of the contribution received. If more than five contributions from the Single Source have been received, use section V(C) of the Addendum for the additional Contributions.

**Contribution(s) from Single Source #1**

Single Source Entity's Name: Center for Common Sense LLC  
 or  
 Single Source Person's Last Name: First Name:  
 Address: 2850 N Andrews Ave.  
 City: Fort Lauderdale State: FL ZIP code: 33311  
 Phone:  
 Date Contribution Received: 08 / 20 / 2012 Amount of Contribution: \$ 614,198 .00  
 Date Contribution Received: 09 / 20 / 2012 Amount of Contribution: \$ 133,521 .00  
 Date Contribution Received: 09 / 27 / 2012 Amount of Contribution: \$ 8,011 .00  
 Date Contribution Received: 10 / 05 / 2012 Amount of Contribution: \$ 28,307 .00  
 Date Contribution Received: 10 / 10 / 2012 Amount of Contribution: \$ 73,437 .00

Check here if using section V(C) of the Addendum for additional Contributions:

**Contribution(s) Single Source #2**

Single Source Entity's Name:  
 or  
 Single Source Person's Last Name: First Name:  
 Address:  
 City: State: ZIP code:  
 Phone:  
 Date Contribution Received: / / Amount of Contribution: \$ .00  
 Date Contribution Received: / / Amount of Contribution: \$ .00  
 Date Contribution Received: / / Amount of Contribution: \$ .00  
 Date Contribution Received: / / Amount of Contribution: \$ .00  
 Date Contribution Received: / / Amount of Contribution: \$ .00

Check here if using section V(C) of the Addendum for additional Contributions:

Check here if there are Contribution(s) from Single Source(s) other than those listed above. Use Section V(A) of the Addendum to list all such Contributions:

**V Source of Funding Disclosure**

**B Single Source Information for a Contribution(s) from multiple, Related, or Affiliated Entities.**

**Contributions from Single Source #1**

Related or Affiliated Entity or Person:

Entity's or Person's Full Name:

Entity's or Person's Address:

Entity's or Person's Phone:

*Dates and Amounts of Contributions from Entity or Person:*

Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00

**Check here if using section V(C) of the Addendum for additional Contributions:**

Related or Affiliated Entity or Person:

Entity's or Person's Full Name:

Entity's or Person's Address:

Entity's or Person's Phone:

*Dates and Amounts of Contributions from Entity or Person:*

Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00

**Check here if using section V(C) of the Addendum for additional Contributions:**

**Check here if using section V(B) of the Addendum for additional Related, or Affiliated Entities or Persons:**

**Contributions from Single Source #2**

Related or Affiliated Entity or Person:

Entity's or Person's Full Name:

Entity's or Person's Address:

Entity's or Person's Phone:

*Dates and Amounts of Contributions from Entity or Person:*

Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00

**Check here if using section V(C) of the Addendum for additional Contributions:**

Related or Affiliated Entity or Person:

Entity's or Person's Full Name:

Entity's or Person's Address:

Entity's or Person's Phone:

*Dates and Amounts of Contributions from Entity or Person:*

Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00
Date Contribution Received:	/	/	Amount of Contribution: \$	.00

**Check here if using section V(C) of the Addendum for additional Contributions:**

**Check here if using section V(B) of the Addendum for additional Related, or Affiliated Entities or Persons:**

**Check here if there are Contribution(s) from Single Source(s) other than those listed above. Use Section V(B) of the Addendum to list all such Contributions:**

**Designated Addendum sheet for sections III and IV**

Please use the following addendum pages as continuation for the specified sections. If additional space is needed, please make a copy of this sheet.

**III Lobbyist(s) Information & Compensation (Current Period Only)**

Any individual or organization that has lobbied on behalf of the client must be reported below, regardless of whether the threshold was exceeded by that individual or organization.

Type of Lobbyist: <input type="radio"/> Retained <input type="radio"/> Employed <input type="radio"/> Designated
Level of Gov't: <input type="radio"/> State Lobbying <input type="radio"/> Local Lobbying <input type="radio"/> Both
Name: _____ Phone Number: _____
Address: _____
City: _____ State: _____ ZIP code: _____
Compensation for current period: \$ _____ .00
Type of Lobbyist: <input type="radio"/> Retained <input type="radio"/> Employed <input type="radio"/> Designated
Level of Gov't: <input type="radio"/> State Lobbying <input type="radio"/> Local Lobbying <input type="radio"/> Both
Name: _____ Phone Number: _____
Address: _____
City: _____ State: _____ ZIP code: _____
Compensation for current period: \$ _____ .00
Type of Lobbyist: <input type="radio"/> Retained <input type="radio"/> Employed <input type="radio"/> Designated
Level of Gov't: <input type="radio"/> State Lobbying <input type="radio"/> Local Lobbying <input type="radio"/> Both
Name: _____ Phone Number: _____
Address: _____
City: _____ State: _____ ZIP code: _____
Compensation for current period: \$ _____ .00

**IV Other Expenses (Current Semi-Annual Period Only)**

PAID TO: Donahue Direct	DATE: 08 /20 /2012	<input checked="" type="radio"/> Ad <input type="radio"/> Social Event
PURPOSE: Internet Advertisement	AMOUNT: \$20,000 .00	<input type="radio"/> *Addendum attached
<input type="radio"/> PROCUREMENT <input checked="" type="radio"/> NONPROCUREMENT		
PAID TO: Creative Direct LLC	DATE: 08 /22 /2012	<input checked="" type="radio"/> Ad <input type="radio"/> Social Event
PURPOSE: Mailing	AMOUNT: \$14,650 .00	<input type="radio"/> *Addendum attached
<input type="radio"/> PROCUREMENT <input checked="" type="radio"/> NONPROCUREMENT		
PAID TO: Creative Direct LLC	DATE: 08 /30 /2012	<input checked="" type="radio"/> Ad <input type="radio"/> Social Event
PURPOSE: Mailing	AMOUNT: \$64,204 .00	<input type="radio"/> *Addendum attached
<input type="radio"/> PROCUREMENT <input checked="" type="radio"/> NONPROCUREMENT		
PAID TO: Creative Direct LLC	DATE: 09 /04 /2012	<input checked="" type="radio"/> Ad <input type="radio"/> Social Event
PURPOSE: Mailing	AMOUNT: \$47,327 .00	<input type="radio"/> *Addendum attached
<input type="radio"/> PROCUREMENT <input checked="" type="radio"/> NONPROCUREMENT		
PAID TO: Donahue Direct	DATE: 09 /04 /2012	<input type="radio"/> Ad <input type="radio"/> Social Event
PURPOSE: Website Maintenance	AMOUNT: \$413 .00	<input type="radio"/> *Addendum attached
<input type="radio"/> PROCUREMENT <input checked="" type="radio"/> NONPROCUREMENT		

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Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

**IV Other Expenses (Current Semi-Annual Period Only)**

PAID TO: Creative Direct LLC DATE: 09 / 05 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 76,827 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 09 / 13 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 91,270 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 09 / 13 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 34,400 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 09 / 19 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 52,852 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 09 / 20 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 13,690 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

**Designated Addendum sheet for sections III and IV**

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**III Lobbyist(s) Information & Compensation (Current Period Only)**

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Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

**IV Other Expenses (Current Semi-Annual Period Only)**

PAID TO: Creative Direct LLC DATE: 09 / 25 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 29,500 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Donahue Direct DATE: 09 / 25 / 2012  Ad  Social Event

PURPOSE: Email Advertisement AMOUNT: \$ 15,000 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 10 / 01 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 105,208 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Donahue Direct DATE: 10 / 03 / 2012  Ad  Social Event

PURPOSE: Internet Advertisement AMOUNT: \$ 10,000 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 10 / 09 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 45,760 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

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Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

**IV Other Expenses (Current Semi-Annual Period Only)**

PAID TO: Creative Direct LLC DATE: 10 / 15 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 102,736 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 10 / 23 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 118,455 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 10 / 23 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 35,953 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Creative Direct LLC DATE: 10 / 26 / 2012  Ad  Social Event

PURPOSE: Mailing AMOUNT: \$ 30,442 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: Powers & Company DATE: 07 / 11 / 2012  Ad  Social Event

PURPOSE: Mailing List AMOUNT: \$ 12,460 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

**Designated Addendum sheet for sections III and IV**

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**III Lobbyist(s) Information & Compensation (Current Period Only)**

Any individual or organization that has lobbied on behalf of the client must be reported below, regardless of whether the threshold was exceeded by that individual or organization.

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

Type of Lobbyist:  Retained  Employed  Designated

Level of Gov't:  State Lobbying  Local Lobbying  Both

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP code: \_\_\_\_\_

Compensation for current period: \$ \_\_\_\_\_ .00

**IV Other Expenses (Current Semi-Annual Period Only)**

PAID TO: Powers & Company DATE: 08 / 29 / 2012  Ad  Social Event

PURPOSE: Email List AMOUNT: \$ 3,500 .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: \_\_\_\_\_ DATE: / /  Ad  Social Event

PURPOSE: \_\_\_\_\_ AMOUNT: \$ \_\_\_\_\_ .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: \_\_\_\_\_ DATE: / /  Ad  Social Event

PURPOSE: \_\_\_\_\_ AMOUNT: \$ \_\_\_\_\_ .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: \_\_\_\_\_ DATE: / /  Ad  Social Event

PURPOSE: \_\_\_\_\_ AMOUNT: \$ \_\_\_\_\_ .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

PAID TO: \_\_\_\_\_ DATE: / /  Ad  Social Event

PURPOSE: \_\_\_\_\_ AMOUNT: \$ \_\_\_\_\_ .00  \*Addendum attached

PROCUREMENT  NONPROCUREMENT

**VI** Subjects lobbied:

Limited government; lower taxes; less government regulation; free markets; Constitutional freedoms; a strong national defense; government ethics; and education.

Continued on attached pages

**VII** Person, State Agency, Municipality or Legislative Body lobbied:

Assembly Member George Latimer, Senator Joseph Addabbo, Monroe County Legislator Ted O'Brien, New York City Council Member Eric Ulrich, and Suffolk County Legislator Ricardo Montano.

Continued on attached pages

**VII** Bill, Rule, Regulation, Rate Number or brief description relative to the introduction or intended introduction of legislation or a resolution on which you lobbied:

None.

Continued on attached pages

**VIII** Title and Identifying Numbers of procurement contracts/documents lobbied:

None.

Continued on attached pages

**IX** Number or Subject Matter of Executive Order of Governor/Municipality lobbied:

None.

Continued on attached pages

**X** Subject Matter of and Tribes involved in tribal-state compacts, etc lobbied:

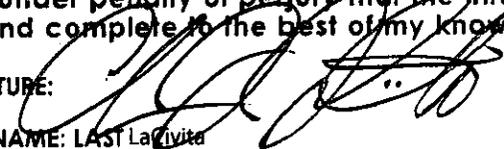
None.

Continued on attached pages

**XI Declaration**

This Declaration must be signed by the Chief Administrative Officer. (If the Chief Administrative Officer, for any reason, does not sign, he/she must duly designate another person to sign this Declaration.) **(See instructions.)**

**I declare under penalty of perjury that the information contained in this report is true, correct, and complete to the best of my knowledge and belief.**

**X** SIGNATURE:  DATE: 1/11/13

PRINT NAME: LAST La Civita FIRST Chris

TITLE: President

Mark One:  Chief Administrative Officer  Designee (Attach Letter)

**The following MUST be attached to this report at the time of submission:**

- You must attach a **\$50 dollar filing fee** to each semi-annual report. (No fee is required for amendments to the original)
- If applicable, a designation letter if you have marked designee in section XI.
- If applicable, continuation sheets for sections III, IV, V, VI, VII, VIII, IX and X.

**PLEASE NOTE** You may be assessed up to **\$25** for each day this report is late.