

Period Covered:  
 From 4/1/2011  
 To 6/30/2011

**CITY OF SAN DIEGO**

**LOBBYING FIRM  
 QUARTERLY DISCLOSURE REPORT  
 [Form EC-603]**

For Official Use Only  
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 SAN DIEGO, CALIF.

Total # of Pages: 12

- Check Box if an Amendment (explain: \_\_\_\_\_)
- Check Box if Terminating Status as a Lobbying Firm (see instructions)

**Identify the Firm:**

Southwest Strategies, LLC		Telephone Number	
Name of Lobbying Firm			
<u>San Diego</u>		<u>CA</u>	<u>92124</u>
Business Address (Number & Street)		(City)	(State) (Zip)

**Disclosure Schedules:**

**Schedule A: Client Disclosure. You must complete Schedule A-1 or A-2 for each registered client.**

Check box (and attach schedule) if the firm has activity to report on this schedule for the reporting period.  
 Check box (do not attach schedule) if the firm has no activity to report on this schedule for the reporting period.

YES	NO	You <b>MUST</b> check one box for each of the following schedules.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule B: Activity Expenses.</b> Activity expenses made during the reporting period.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Schedule C: Candidate Contributions.</b> Contributions of \$100 or more made to a City candidate by any owners, officers, and lobbyists of the firm during the reporting period.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule D: Ballot Measure Contributions.</b> Contributions of \$100 or more made by owners, officers, and lobbyists of the firm during the reporting period to a City candidate-controlled ballot measure committee.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Schedule E: Fundraising Activities.</b> Fundraising activities by owners, officers, and lobbyists of the firm in the amount of \$2,000 or more during the reporting period.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Schedule F: Campaign Services.</b> Paid campaign-related services personally provided by owners, officers, and lobbyists of the firm during the reporting period.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Schedule G: City Contract Services.</b> Paid services personally provided by owners, officers, and lobbyists of the firm under a City contract during the reporting period.

**VERIFICATION**

I have been authorized by the Lobbying Firm identified above to make this verification. I have exercised reasonable diligence in the course of reviewing this Quarterly Disclosure Report for completeness and accuracy. I declare under penalty of perjury under the laws of the State of California that the contents of this Quarterly Disclosure Report, including all attached schedules, are true, correct, and complete, except as to those matters which are stated on information and belief, and as to those matters I believe them to be true.

Executed on 7/14/11 at San Diego, CA  
 (Date) (City and State)

By: [Signature] Alan J. Ziegau Chief Exec. Officer  
 (Signature) (Print Name) (Title)

# SCHEDULE A-1: CLIENT DISCLOSURE (Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a Schedule A-1 for each client for whom the firm had at least one lobbying contact during the reporting period. Fill out a separate Schedule A-1 for each decision lobbied on by the firm for the client.

NAME OF CLIENT: <u>Barrio Logan Smart Growth Coalition</u>		Telephone No. _____	
Client's Address (Number & Street)	<u>San Diego</u>	(City)	<u>CA 92113</u>
		(State)	(Zip)
TOTAL COMPENSATION (see instructions) for the reporting period, to the nearest \$1,000: \$ <u>8,000.00</u>			
<input type="checkbox"/> Check this box if the firm lobbied for this client on a contingency basis during the reporting period.			

**MUNICIPAL DECISION (BE SPECIFIC):** represent local businesses and property owners before the City of San Diego with regard to the Barrio Logan Community Plan update

A. Outcome Sought: Encourage compatible development in Barrio Logan

B. Name of each Lobbyist in the firm who lobbied City Officials regarding this municipal decision:

Chris Wahl

C. Name and Department of each City Official lobbied:

Name: <u>Kelly Broughton</u>	Department: <u>Dev Svcs - Administration</u>
Name: <u>Dan Joyce</u>	Department: <u>City Planning Department</u>
Name: <u>David Alvarez</u>	Department: <u>City Council - District 8</u>
Name: <u>Lisa Schmidt</u>	Department: <u>Planning Department</u>
Name: <u>David Graham</u>	Department: <u>Mayor's Office</u>
Name: <u>Lara Gates</u>	Department: <u>Planning Department</u>
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s). Identify the client's name on each continuation sheet (but do not repeat client's address or compensation information).

# SCHEDULE A-1: CLIENT DISCLOSURE (Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a Schedule A-1 for each client for whom the firm had at least one lobbying contact during the reporting period. Fill out a separate Schedule A-1 for each decision lobbied on by the firm for the client.

NAME OF CLIENT: <u>Enterprise</u>		Telephone No.: _____	
Client's Address (Number & Street)	<u>San Diego</u> (City)	<u>CA</u> (State)	<u>92121</u> (Zip)
TOTAL COMPENSATION (see instructions) for the reporting period, to the nearest \$1,000: \$ <u>1,000.00</u>			
<input type="checkbox"/> Check this box if the firm lobbied for this client on a contingency basis during the reporting period.			

MUNICIPAL DECISION (BE SPECIFIC): <u>purchase and management of fleet vehicles for the City</u>	
A. Outcome Sought: <u>secure as fleet sales management firm for the City of San Diego</u>	
B. Name of each Lobbyist in the firm who lobbied City Officials regarding this municipal decision:	
<u>Clint Carney</u>	_____
_____	_____
C. Name and Department of each City Official lobbied:	
Name: <u>Travis Knowles</u>	Department: <u>City Council - District 8</u>
Name: <u>Pam Ison</u>	Department: <u>Councilmanic Administration</u>
Name: <u>Drew Ector</u>	Department: <u>Councilmanic Administration</u>
Name: <u>Matt Awbrey</u>	Department: <u>Councilmanic Administration</u>
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s). Identify the client's name on each continuation sheet (but do not repeat client's address or compensation information).

# SCHEDULE A-1: CLIENT DISCLOSURE (Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a Schedule A-1 for each client for whom the firm had at least one lobbying contact during the reporting period. Fill out a separate Schedule A-1 for each decision lobbied on by the firm for the client.

NAME OF CLIENT: <u>Palomar Card Club</u>		Telephone No. _____	
Client's Address (Number & Street)	<u>San Diego</u>	(State)	<u>CA</u>
	(City)		<u>92104</u>
		(Zip)	
TOTAL COMPENSATION (see instructions) for the reporting period, to the nearest \$1,000: \$ <u>1,000.00</u>			
<input type="checkbox"/> Check this box if the firm lobbied for this client on a contingency basis during the reporting period.			

MUNICIPAL DECISION (BE SPECIFIC): <u>amend card room regulations in San Diego municipal code</u>	
A. Outcome Sought: <u>approval of amendments</u>	
B. Name of each Lobbyist in the firm who lobbied City Officials regarding this municipal decision:	
<u>Clint Carney</u>	_____
<u>Alan Ziegauis</u>	_____
<u>Pedro Anaya</u>	_____
C. Name and Department of each City Official lobbied:	
Name: <u>Martha Emerald</u>	Department: <u>City Council, District 7</u>
Name: <u>Don Mullen</u>	Department: <u>City Council, District 7</u>
Name: <u>Drew Ector</u>	Department: <u>Councilmanic Administration</u>
Name: <u>Cynthia Harris</u>	Department: <u>City Council, District 7</u>
Name: <u>Lorraine Zapf</u>	Department: <u>City Council, District 6</u>
Name: <u>Job Nelson</u>	Department: <u>City Council, District 6</u>
Name: <u>Brian Pepin</u>	Department: <u>City Council, District 6</u>
Name: <u>Matthew Donnellan</u>	Department: <u>City Council, District 6</u>
Name: <u>Kevin Smith</u>	Department: <u>Councilmanic Administration</u>
Name: <u>Rodolfo Lopez</u>	Department: <u>City Council, District 8</u>
Name: <u>Melina Mesa</u>	Department: <u>City Council, District 8</u>
Name: <u>Todd Gloria</u>	Department: <u>City Council, District 3</u>

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s). Identify the client's name on each continuation sheet (but do not repeat client's address or compensation information).

# SCHEDULE A-1: CLIENT DISCLOSURE (Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a Schedule A-1 for each client for whom the firm had at least one lobbying contact during the reporting period. Fill out a separate Schedule A-1 for each decision lobbied on by the firm for the client.

NAME OF CLIENT: <u>Pardee Homes</u>		Telephone No. <u>619 441 2000</u>		
Client's Address (Number & Street)	<u>San Diego</u>	(City)	<u>CA</u>	<u>92130</u>
		(State)	(Zip)	
TOTAL COMPENSATION (see instructions) for the reporting period, to the nearest \$1,000: \$ <u>1,000.00</u>				
<input type="checkbox"/> Check this box if the firm lobbied for this client on a contingency basis during the reporting period.				

MUNICIPAL DECISION (BE SPECIFIC): <u>Approval of annexation agreement between the cities of San Diego &amp; Chula Vista for the property east of I-805 and south of Otay River Valley-Nakano</u>	
A. Outcome Sought: <u>approval of same</u>	
B. Name of each Lobbyist in the firm who lobbied City Officials regarding this municipal decision: <u>Alan Ziegus</u>	
C. Name and Department of each City Official lobbied:	
Name: <u>David Alvarez</u>	Department: <u>City Council - District 8</u>
Name: <u>Travis Knowles</u>	Department: <u>City Council - District 8</u>
Name: <u>Rudy Lopez</u>	Department: <u>City Council - District 8</u>
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____
Name: _____	Department: _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s). Identify the client's name on each continuation sheet (but do not repeat client's address or compensation information).

# SCHEDULE A-1: CLIENT DISCLOSURE (Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a Schedule A-1 for each client for whom the firm had at least one lobbying contact during the reporting period. Fill out a separate Schedule A-1 for each decision lobbied on by the firm for the client.

NAME OF CLIENT: <u>Protea Properties</u>		Telephone: _____	
Client's Address (Number & Street)	<u>La Jolla</u>	(City)	<u>CA 92037</u>
		(State)	(Zip)
TOTAL COMPENSATION (see instructions) for the reporting period, to the nearest \$1,000: \$ <u>11,000.00</u>			
<input type="checkbox"/> Check this box if the firm lobbied for this client on a contingency basis during the reporting period.			

**MUNICIPAL DECISION (BE SPECIFIC):** approval of proposal to revitalize Flower Hill Mall located at Via de la Valle and Interstate 5 in Del Mar

A. Outcome Sought: City Council approval of proposal as listed above

B. Name of each Lobbyist in the firm who lobbied City Officials regarding this municipal decision:

Chris Wahl

C. Name and Department of each City Official lobbied:

Name: <u>Sherr Lightner</u>	Department: <u>City Council - District 1</u>
Name: <u>Mel Millstein</u>	Department: <u>City Council - District 1</u>
Name: <u>Tony Manolatas</u>	Department: <u>City Council - District 2</u>
Name: <u>Kevin Faulconer</u>	Department: <u>City Council - District 2</u>
Name: <u>Katie Hansen</u>	Department: <u>City Council - District 2</u>
Name: <u>Thyme Curtis</u>	Department: <u>City Council - District 2</u>
Name: <u>Todd Gloria</u>	Department: <u>City Council - District 3</u>
Name: <u>Katie Keach</u>	Department: <u>City Council - District 3</u>
Name: <u>Tony Young</u>	Department: <u>City Council - District 4</u>
Name: <u>Jimmie Slack</u>	Department: <u>City Council - District 4</u>
Name: <u>Roosevelt Williams III</u>	Department: <u>City Council - District 4</u>
Name: <u>Felipe Monroig</u>	Department: <u>City Council - District 5</u>

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s). Identify the client's name on each continuation sheet (but do not repeat client's address or compensation information).

# SCHEDULE A-1: CLIENT DISCLOSURE (Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a Schedule A-1 for each client for whom the firm had at least one lobbying contact during the reporting period. Fill out a separate Schedule A-1 for each decision lobbied on by the firm for the client.

<b>NAME OF CLIENT:</b> <u>Protea Properties</u>	Telephone N _____
Client's Address (Number & Street) _____	(City) _____ (State) _____ (Zip) _____
<b>TOTAL COMPENSATION</b> (see instructions) for the reporting period, to the nearest \$1,000: \$ _____	
<input type="checkbox"/> Check this box if the firm lobbied for this client on a contingency basis during the reporting period.	

<b>MUNICIPAL DECISION (BE SPECIFIC):</b> <u>approval of proposal to revitalize Flower Hill Mall located at Via de la Valle and Interstate 5 in Del Mar</u>	
A. Outcome Sought: <u>City Council approval of proposal as listed above</u>	
B. Name of each Lobbyist in the firm who lobbied City Officials regarding this municipal decision: <u>Chris Wahl</u>	
C. Name and Department of each City Official lobbied:	
Name: <u>Lorie Zapf</u>	Department: <u>City Council - District 6</u>
Name: <u>Job Nelson</u>	Department: <u>City Council - District 6</u>
Name: <u>Brian Pepin</u>	Department: <u>City Council - District 6</u>
Name: <u>Tim Taylor</u>	Department: <u>City Council - District 7</u>
Name: <u>David Alvarez</u>	Department: <u>City Council - District 8</u>
Name: <u>Travis Knowles</u>	Department: <u>City Council - District 8</u>
Name: <u>Kelly Broughton</u>	Department: <u>Dev. Svcs - Administration</u>
Name: <u>Tim Daly</u>	Department: <u>City Planning Department</u>
Name: <u>Dan Joyce</u>	Department: <u>City Planning Department</u>
Name: <u>David Graham</u>	Department: <u>Mayor's Office</u>
Name: _____	Department: _____
Name: _____	Department: _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s). Identify the client's name on each continuation sheet (but do not repeat client's address or compensation information).

# SCHEDULE A-2: CLIENT DISCLOSURE (No Lobbying Contacts)

Name of Lobbying Firm: Southwest Strategies, LLC

Complete a box for each registered client for whom the Lobbying Firm had no lobbying contacts during the reporting period.

<b>NAME OF CLIENT:</b> <u>J.M. Eagle</u>	Telephone N		
<u>Los Angeles</u>	<u>CA</u>	<u>90045</u>	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Contingency fees earned for lobbying performed in a previous reporting period (to the nearest \$1,000): \$ <u>-0-</u>			

<b>NAME OF CLIENT:</b> <u>Linebarger Goggan Blair &amp; Sampson</u>	Telephone No.:		
<u>Denver</u>	<u>CO</u>	<u>80202</u>	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Contingency fees earned for lobbying performed in a previous reporting period (to the nearest \$1,000): \$ <u>-0-</u>			

<b>NAME OF CLIENT:</b> <u>Rancho Del Oro Towing</u>	Telephone No.:		
<u>Vista</u>	<u>CA</u>	<u>92081</u>	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Contingency fees earned for lobbying performed in a previous reporting period (to the nearest \$1,000): \$ <u>-0-</u>			

<b>NAME OF CLIENT:</b> <u>Wal-Mart Stores</u>	Telephone No.:		
<u>Bentonville</u>	<u>AR</u>	<u>72716</u>	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Contingency fees earned for lobbying performed in a previous reporting period (to the nearest \$1,000): \$ <u>-0-</u>			

<b>NAME OF CLIENT:</b> <u>Westfield Corporation</u>	Telephone No.:		
<u>San Diego</u>	<u>CA</u>	<u>92122</u>	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Contingency fees earned for lobbying performed in a previous reporting period (to the nearest \$1,000): \$ <u>-0-</u>			

<b>NAME OF CLIENT:</b> <u>William Blair &amp; Co.</u>	Telephone No.:		
<u>San Francisco</u>	<u>CA</u>	<u>94101</u>	
Client's Address (Number & Street)	(City)	(State)	(Zip)
Contingency fees earned for lobbying performed in a previous reporting period (to the nearest \$1,000): \$ <u>-0-</u>			

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).



# SCHEDULE C: CAMPAIGN DISCLOSURE – CITY CANDIDATES

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a separate entry for EACH contribution made by an owner, compensated officer, or lobbyist of the firm who contributed \$100 or more during the reporting period to a City candidate committee. (Do not use this schedule to report contributions made to a candidate-controlled ballot measure committee; use Schedule D instead.)

Name of individual making the contribution: <u>Alan J. Ziegaus</u>
Name of candidate supported: <u>Sherri Lightner</u>
Date contribution made: <u>6/29/2011</u> Amount of contribution: <u>\$ 250.00</u>

Name of individual making the contribution: <u>Alan Ziegaus</u>
Name of candidate supported: <u>Nathan Fletcher</u>
Date contribution made: <u>6/27/2011</u> Amount of contribution: <u>\$ 250.00</u>

Name of individual making the contribution: <u>Alan Ziegaus</u>
Name of candidate supported: <u>Carl DeMaio</u>
Date contribution made: <u>6/27/2011</u> Amount of contribution: <u>\$ 250.00</u>

Name of individual making the contribution: <u>Alan Ziegaus</u>
Name of candidate supported: <u>Bonnie Dumanis</u>
Date contribution made: <u>6/27/2011</u> Amount of contribution: <u>\$ 250.00</u>

Name of individual making the contribution: <u>A. Christopher Wahl</u>
Name of candidate supported: <u>Mark Kersey</u>
Date contribution made: <u>June, 2011</u> Amount of contribution: <u>\$ 250.00</u>

Name of individual making the contribution: <u>A. Christopher Wahl</u>
Name of candidate supported: <u>Nathan Fletcher</u>
Date contribution made: <u>6/27/2011</u> Amount of contribution: <u>\$ 250.00</u>

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).

# SCHEDULE C: CAMPAIGN DISCLOSURE -- CITY CANDIDATES

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a separate entry for EACH contribution made by an owner, compensated officer, or lobbyist of the firm who contributed \$100 or more during the reporting period to a City candidate committee. (Do not use this schedule to report contributions made to a candidate-controlled ballot measure committee; use Schedule D instead.)

Name of individual making the contribution:	<u>A. Christopher Wahl</u>		
Name of candidate supported:	<u>Bonnie Dumanis</u>		
Date contribution made:	<u>6/27/2011</u>	Amount of contribution:	<u>\$250.00</u>

Name of individual making the contribution:	<u>A. Christopher Wahl</u>		
Name of candidate supported:	<u>Carl DeMaio</u>		
Date contribution made:	<u>6/27/2011</u>	Amount of contribution:	<u>\$250.00</u>

Name of individual making the contribution:	_____		
Name of candidate supported:	_____		
Date contribution made:	_____	Amount of contribution:	\$ _____

Name of individual making the contribution:	_____		
Name of candidate supported:	_____		
Date contribution made:	_____	Amount of contribution:	\$ _____

Name of individual making the contribution:	_____		
Name of candidate supported:	_____		
Date contribution made:	_____	Amount of contribution:	\$ _____

Name of individual making the contribution:	_____		
Name of candidate supported:	_____		
Date contribution made:	_____	Amount of contribution:	\$ _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).

# SCHEDULE E: FUNDRAISING ACTIVITIES

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a separate entry for EACH instance in the reporting period where an owner, compensated officer, or lobbyist of the firm engaged in fundraising activities (if that individual has reached the \$2,000 threshold):

Description of fundraising activity: <u>fundraising cocktail reception - email invitations to business associates and friends; co-hosted with two other individuals</u>
Name of individual in firm who engaged in fundraising activity: <u>A. Christopher Wahl &amp; Alan Ziegaus</u>
Name of candidate/official benefiting from fundraising: <u>Sherri Lightner</u>
Description of ballot measure (if applicable): _____
Date(s) of fundraising activity: <u>6/30/2011</u>
Approximate total amount raised (do not divide by number of persons involved): \$ <u>19,000.00</u>

Description of fundraising activity: _____
Name of individual in firm who engaged in fundraising activity: _____
Name of candidate/official benefiting from fundraising: _____
Description of ballot measure (if applicable): _____
Date(s) of fundraising activity: _____
Approximate total amount raised (do not divide by number of persons involved): \$ _____

Description of fundraising activity: _____
Name of individual in firm who engaged in fundraising activity: _____
Name of candidate/official benefiting from fundraising: _____
Description of ballot measure (if applicable): _____
Date(s) of fundraising activity: _____
Approximate total amount raised (do not divide by number of persons involved): \$ _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).

# SCHEDULE G: CITY CONTRACT SERVICES

Name of Lobbying Firm: Southwest Strategies, LLC

Fill out a separate entry for EACH owner, compensated officer, or lobbyist of the firm who provided compensated services under a contract with the City of San Diego during the reporting period.

Name of individual who provided contract services: <u>Clint Carney</u>
Name of department, agency, or board for which the services were provided: <u>Redistricting Commission</u>
Approximate amount of compensation earned during the reporting period: <u>\$2,500.00</u>
Description of services provided: <u>public outreach support services</u>

Name of individual who provided contract services: _____
Name of department, agency, or board for which the services were provided: _____
Approximate amount of compensation earned during the reporting period: \$ _____
Description of services provided: _____

Name of individual who provided contract services: _____
Name of department, agency, or board for which the services were provided: _____
Approximate amount of compensation earned during the reporting period: \$ _____
Description of services provided: _____

Name of individual who provided contract services: _____
Name of department, agency, or board for which the services were provided: _____
Approximate amount of compensation earned during the reporting period: \$ _____
Description of services provided: _____

Name of individual who provided contract services: _____
Name of department, agency, or board for which the services were provided: _____
Approximate amount of compensation earned during the reporting period: \$ _____
Description of services provided: _____

Comments: \_\_\_\_\_

If more space is needed, check box and attach continuation sheet(s).