

Calendar Year  
**2012**

# CITY OF SAN DIEGO

## LOBBYING FIRM REGISTRATION FORM [Form EC-601]

For Official Use Only

Lobbyists Added: \_\_\_\_\_  
 Clients Added: \_\_\_\_\_  
 Fees Due: \$ \_\_\_\_\_

Type or Print in Ink. File Original with the City Clerk.

Check Box if an Amendment (explain: see attached)

Total Number of Pages: 23 (including cover sheet)

**Identify the Firm.**

Southwest Strategies LLC			
Name of Lobbying Firm		Telephone Number	
Business Address (Number & Street)		San Diego	92124
		(City)	(State) (Zip)

**Schedule A: Lobbyist Disclosure.** Complete this schedule by identifying each individual in the firm who has lobbied City Officials within the past 30 days, or is expected to lobby City Officials during the year.

**Schedule B: Client Disclosure.** Complete this schedule by identifying each client for whom the firm provides lobbying services.

**Schedule C: Activities Disclosure.** Complete this schedule if any "Yes" boxes are checked.

Check box if the firm has information to report regarding the applicable activity.  
 Check box if the firm has no information to report regarding the applicable activity.

YES	NO	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Part 1: Fundraising Activities.</b> Owners, compensated officers, and lobbyists of the firm who engaged in "fundraising activities" for a current elected City Official within the last two years.
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Part 2: Campaign Services.</b> Owners, compensated officers, and lobbyists of the firm who provided compensated campaign services to an elected City Official within the last two years.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<b>Part 3: Contract Services.</b> Owners, compensated officers, and lobbyists of the firm who provided compensated services under a City contract within the last two years.

**You MUST check one box for each part of Schedule C.**

**Schedule D: Deleting Clients & Lobbyists (Amendment Only).** Complete this schedule if removing clients or lobbyists from your registration (must check the amendment box above).

### VERIFICATION

I have been authorized by the Lobbying Firm identified above to make this verification. I have reviewed and understand the requirements of the Lobbying Ordinance (San Diego Municipal Code §§ 27.4001-27.4055). I have exercised reasonable diligence in the course of reviewing this Registration Form for completeness and accuracy. I declare under penalty of perjury under the laws of the State of California that the contents of this Registration Form, 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 10/15/2012 at San Diego, CA  
 (Date) (City and State)

By: \_\_\_\_\_  
 (Signature) Alan Ziegus (Print Name) Chief Executive Officer (Title)

Email address for a point of contact within the firm (optional): \_\_\_\_\_

**Note: Registration Terminates Every January 5. Annual Re-Registration is Required.**

# Form EC-601: Description of Amendment

Add lobbyist Tiffany Metti; delete lobbyist Brian Flores; add client Hughs Marino; update client muni decision descriptons

# SCHEDULE A: LOBBYIST DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

**Identify the Firm's Lobbyists.** List the name of each individual in the firm who has lobbied City Officials within the past 30 days, or is expected to lobby City Officials during the year.

<u>Name of Individual</u>	<u>Name of individual</u>
Alan Ziegaus	
A. Christopher Wahl	
Elizabeth Hansen	
Emily Fulkerson	
Stephanie Dell	
Melissa Cameron	
Joe Britton	
Kim Olive	
Jessica Luternauer	
Clint Carney	
Elaine Camuso	
Pedro Anaya	
Brooke Ellison	
Wesley Jones	
Anne Shiraishi	
Tiffany Metti	

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Linebarger Goggan Blair &amp; Sampson</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>Denver</u>	<u>CO</u> <u>80202</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>law firm that provides collection services to government cities</u>			
Specific or General Municipal Decisions (see instructions): <u>Potential opportunity to assist City with collection on delinquent accounts</u>			
Outcome(s) sought: <u>potential agreement with City</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	(City)	(State) (Zip)
Nature and Purpose of Client's Business: _____			
Specific or General Municipal Decisions (see instructions): _____			
Outcome(s) sought: _____			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Palomar Card Club</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>	<u>92104</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>card room</u>				
Specific or General Municipal Decisions (see instructions): <u>amend card room regulations in San Diego municipal code</u>				
Outcome(s) sought: <u>approval of amendments</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Reimbursement agreements for public infrastructure projects for which Pardee is owed under FBA's with the City of San Diego as listed: PHR FBA T-7; PHR FBA T4.4; PHR FBA U3; PHR FBA P10.1; DMM 43-1; DMM FBA 43-21</u>			
Outcome(s) sought: <u>approval of reimbursement agreement as stated</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of Public Facilities Financing Plan for Pacific Highlands Ranch (Park)</u>			
Outcome(s) sought: <u>approval of changes to plan as referenced</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of Community Facilities District for vernal pools preserve in Ocean View Hills Community for ongoing maintenance of preserve</u>			
Outcome(s) sought: <u>approval of Community Facilities District as described</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>approval of entitlement for property on Dennery Road east of I-805 and south of Otay River Valley (Las Casitas)</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>coordination related to the City's development of Interim Habitat Conservation Program</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of annexation agreement between the cities of San Diego &amp; Chula Vista for the property east of I-805 &amp; south of Otay River Valley (Nakano)</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

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

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



# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Approval of Public Facilities Financing Plan for Pacific Highlands Ranch as it is related to the approval of Prop C - 2010 (Pacific Highlands Ranch)</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>approval of entitlements for community located north of Mast Blvd &amp; east of SD 52 (Castlerock)</u>			
Outcome(s) sought: <u>approval of same</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Pardee Homes</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>residential real estate developer</u>			
Specific or General Municipal Decisions (see instructions): <u>Oppose land use entitlements being sought by Cogentrix's Quail Brush Energy project to be located on approximately 10 acres, north of Route 52 off of Sycamore Landfill Road</u>			
Outcome(s) sought: <u>opposition to project</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	(City)	(State) (Zip)
Nature and Purpose of Client's Business: _____			
Specific or General Municipal Decisions (see instructions): _____			
Outcome(s) sought: _____			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Walmart Stores</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>Bentonville</u>	<u>AR</u>	<u>72716</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>retailer</u>				
Specific or General Municipal Decisions (see instructions): <u>monitor City decisions that could impact operations of stores in San Diego - City Council consideration of ordinance banning plastic bags (Ordinance #0-2009-68)</u>				
Outcome(s) sought: <u>reconsideration of denial of ordinance as listed</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Barrio Logan Smart Growth Coalition</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92113</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>represent local businesses and property owners before the City of San Diego with regard to the Barrio Logan Community Plan update</u>			
Specific or General Municipal Decisions (see instructions): <u>Barrio Logan Community Plan update</u>			
Outcome(s) sought: <u>encourage compatible development in Barrio Logan</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
<u>Jerry Gray San Diego, CA 92113</u>			
<u>Matt Carr San Diego, CA 92113</u>			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	(City)	(State) (Zip)
Nature and Purpose of Client's Business: _____			
Specific or General Municipal Decisions (see instructions): _____			
Outcome(s) sought: _____			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Cogentrix Energy</u>		<b>Telephone No.:</b> _____		
Client's Address	(Number & Street)	<u>Charlotte</u>	<u>NC</u>	<u>28273</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>Peaker Power Plant Construction</u>				
Specific or General Municipal Decisions (see instructions): <u>Community Plan Amendment, CUP, Zone Change, MHPA Boundary Adjustment, Mission Trails Design District Variance, Site Development Permit</u>				
Outcome(s) sought: <u>approve Community Plan Amendment, CUP, Zone Change, MHPA Boundary Adjustment, Mission Trails Design District Variance, Site Development Permit</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____				

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____				

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Downtown San Diego Partnership</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92101</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>advocate for the economic growth and revitalization of downtown</u>			
Specific or General Municipal Decisions (see instructions): <u>amend downtown PBID to allow for a new Commercial Marketing District zone</u>			
Outcome(s) sought: <u>approval of mentioned amendment</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	(City)	(State) (Zip)
Nature and Purpose of Client's Business: _____			
Specific or General Municipal Decisions (see instructions): _____			
Outcome(s) sought: _____			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):			
_____			
_____			
_____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>United Road Towing</u>		Telephone No.:		
Client's Address	(Number & Street)	Vista (City)	CA (State)	92083 (Zip)
Nature and Purpose of Client's Business: <u>towing company</u>				
Specific or General Municipal Decisions (see instructions): <u>potential City of San Diego contract for towing services</u>				
Outcome(s) sought: <u>approval of vendor to provide towing services for City of San Diego</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Westfield Corporation</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>	<u>92122</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>retail stores</u>				
Specific or General Municipal Decisions (see instructions): <u>revision to City's sign ordinance</u>				
Outcome(s) sought: <u>approval of revision to City's sign ordinance</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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



# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>William Blair &amp; Company</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>San Francisco</u>	<u>CA</u>	<u>94141</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>investment firm</u>				
Specific or General Municipal Decisions (see instructions): <u>seeking approval of a public private partnership with the City regarding parking facilities</u>				
Outcome(s) sought: <u>approval of same</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Lamar Outdoor Advertising</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>	<u>92131</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>outdoor advertising firm</u>				
Specific or General Municipal Decisions (see instructions): <u>modification of city sign ordinance to allow digital billboards</u>				
Outcome(s) sought: <u>approval of above mentioned modifications</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Donahue Schriber/Del Mar Highlands Town Center</u> Telephone No.: _____			
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u> <u>92130</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>shopping center owner and operator</u>			
Specific or General Municipal Decisions (see instructions): <u>entitlements for proposed project located at southwest corner of Del Mar Heights Rd and El Camino Real in Carmel Valley</u>			
Outcome(s) sought: <u>ensure project's consistency with existing community plan and the Del Mar Highlands Town Center</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> _____ Telephone No.: _____			
Client's Address	(Number & Street)	(City)	(State) (Zip)
Nature and Purpose of Client's Business: _____			
Specific or General Municipal Decisions (see instructions): _____			
Outcome(s) sought: _____			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Care Ambulance Service, Inc.</u>		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	<u>Orange</u>	<u>CA</u> <u>92868</u>
		(City)	(State) (Zip)
Nature and Purpose of Client's Business: <u>Provides emergency and non-emergency ambulance services to the citizens of Orange and Los Angeles Counties</u>			
Specific or General Municipal Decisions (see instructions): <u>Winning contract for ambulance/EMT/paramedic services with City of San Diego</u>			
Outcome(s) sought: <u>win contract</u>			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

<b>CLIENT'S NAME:</b> _____		<b>Telephone No.:</b> _____	
Client's Address	(Number & Street)	(City)	(State) (Zip)
Nature and Purpose of Client's Business: _____			
Specific or General Municipal Decisions (see instructions): _____			
Outcome(s) sought: _____			
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions): _____ _____ _____			

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

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

# SCHEDULE B: CLIENT DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

<b>CLIENT'S NAME:</b> <u>Hughes Marino</u>		Telephone No.:		
Client's Address	(Number & Street)	<u>San Diego</u>	<u>CA</u>	<u>92101</u>
		(City)	(State)	(Zip)
Nature and Purpose of Client's Business: <u>San Diego Real Estate Company</u>				
Specific or General Municipal Decisions (see instructions): <u>City Leasing contract for commercial space</u>				
Outcome(s) sought: <u>award of City RFP for commercial leasing contract</u>				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

<b>CLIENT'S NAME:</b> _____		Telephone No.:		
Client's Address	(Number & Street)	(City)	(State)	(Zip)
Nature and Purpose of Client's Business: _____				
Specific or General Municipal Decisions (see instructions): _____				
Outcome(s) sought: _____				
If this client is a coalition or membership organization, state the name, address, and telephone number of each member of the coalition who has reached the \$1,000 threshold (see instructions):				

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

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

# SCHEDULE C: ACTIVITIES DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

## PART 1 – FUNDRAISING ACTIVITIES

**Identify Fundraising Activities.** List each owner, compensated officer, and lobbyist in the firm who engaged in “fundraising activities” for a current elected City Official in the last two years, along with the name of the City Official.

<u>Name of Individual</u>	<u>Name of Current Elected City Official</u>
<u>Alan Ziegaus</u>	fundraised for: <u>Todd Gloria</u>
<u>A. Christopher Wahl</u>	fundraised for: <u>Todd Gloria</u>
<u>Alan Ziegaus</u>	fundraised for: <u>Sherri Lightner</u>
<u>A. Christopher Wahl</u>	fundraised for: <u>Sherri Lightner</u>

## PART 2 – CAMPAIGN SERVICES

**Identify Campaign Services.** List each owner, compensated officer, and lobbyist in the firm who provided compensated campaign-related services to a current elected City Official within the past two years, along with the name of the City Official. (Note that compensation includes “win bonuses.”)

<u>Name of Individual</u>	<u>Name of Current Elected City Official</u>
_____	worked for: _____
_____	worked for: _____
_____	worked for: _____
_____	worked for: _____

## PART 3 – CONTRACT SERVICES

**Identify Contract Services.** List each owner, compensated officer, and lobbyist in the firm who provided compensated services under a City employment or consultant contract within the past two years.

<u>Name of Individual</u>	<u>Name of City Department, Agency, or Board</u>
<u>Clint Carney</u>	worked for: <u>Redistricting Commission</u>
<u>A. Christopher Wahl</u>	worked for: <u>Southwest Economic Dev. Corp.</u>
<u>Clint Carney</u>	worked for: <u>Water Department</u>
<u>Joe Britton</u>	worked for: <u>CCDC/Paradise in Progress</u>

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

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

# SCHEDULE C: ACTIVITIES DISCLOSURE

Name of Lobbying Firm: Southwest Strategies LLC

## PART 1 – FUNDRAISING ACTIVITIES

**Identify Fundraising Activities.** List each owner, compensated officer, and lobbyist in the firm who engaged in “fundraising activities” for a current elected City Official in the last two years, along with the name of the City Official.

<u>Name of Individual</u>		<u>Name of Current Elected City Official</u>
<u>A. Christopher Wahl</u>	fundraised for:	<u>Lorie Zapf</u>
_____	fundraised for:	_____
_____	fundraised for:	_____
_____	fundraised for:	_____

## PART 2 – CAMPAIGN SERVICES

**Identify Campaign Services.** List each owner, compensated officer, and lobbyist in the firm who provided compensated campaign-related services to a current elected City Official within the past two years, along with the name of the City Official. (Note that compensation includes “win bonuses.”)

<u>Name of Individual</u>		<u>Name of Current Elected City Official</u>
_____	worked for:	_____
_____	worked for:	_____
_____	worked for:	_____
_____	worked for:	_____

## PART 3 – CONTRACT SERVICES

**Identify Contract Services.** List each owner, compensated officer, and lobbyist in the firm who provided compensated services under a City employment or consultant contract within the past two years.

<u>Name of Individual</u>		<u>Name of City Department, Agency, or Board</u>
<u>Jessica Luternauer</u>	worked for:	<u>CCDC/Paradise in Progress</u>
<u>A. Christopher Wahl</u>	worked for:	<u>CCDC/Paradise in Progress</u>
_____	worked for:	_____
_____	worked for:	_____

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

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