

**FORM L1-A**  
**Reporting For Calendar Year 2009**

**ANNUAL REPORT**  
**OF**  
**GOVERNMENTAL AFFAIRS AGENT**



**ELEC RECEIVED**

**FEB 19 2010**

FOR STATE USE ONLY

**NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION**

P.O. Box 185, Trenton, NJ 08625-0185  
(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)  
Website: [www.elec.state.nj.us](http://www.elec.state.nj.us)

Amendment

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm:

The Advocacy Group, LLC

Business Address 400 Pleasant Valley Ave

City Moorestown State NJ Zip Code 08057

\*(Area Code) Telephone Number (609) 468-9294

1. Provide the following information regarding the Governmental Affairs Agent(s) on whose behalf this report is filed.

1. Name AJ Sabath

Registration Number 1834-1 Occupation or Business Lobbyist

Business Address Same as Above

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

\*(Area Code) Telephone Number \_\_\_\_\_

2. Name \_\_\_\_\_

Registration Number \_\_\_\_\_ Occupation or Business \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

\*(Area Code) Telephone Number \_\_\_\_\_

3. Name \_\_\_\_\_

Registration Number \_\_\_\_\_ Occupation or Business \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

\*(Area Code) Telephone Number \_\_\_\_\_

4. Name \_\_\_\_\_

Registration Number \_\_\_\_\_ Occupation or Business \_\_\_\_\_

Business Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

\*(Area Code) Telephone Number \_\_\_\_\_

**2. REPRESENTED ENTITIES DESIGNATING THIS REPORT TO INCLUDE ALL THEIR ACTIVITY**

Provide the following information concerning those Represented Entities who have designated this report to include their activity.

Note: For each Represented Entity, Form L-2 must be filed.

1. Name of Represented Entity National Association of Social Workers-NJ

Business Address

200 Metroplex Drive

Suite 404

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Edison

State NJ

Zip Code 08817-2600

Type of Business Trade Association

2. Name of Represented Entity U.S. Green Building Council, NJ Chapter

Business Address

14 Maple Avenue, Suite 201

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Morristown

State NJ

Zip Code 07960

Type of Business Non-Profit

3. Name of Represented Entity ProCure Treatment Centers

Business Address

420 N. Walnut St.

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Bloomington

State IN

Zip Code 47404

Type of Business Proton Therapy Center Developer and Operator

4. Name of Represented Entity Franklin Development Group, LLC

Business Address

One Tower Drive

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City West Paterson

State NJ

Zip Code 07024

Type of Business Non-Profit Developer

5. Name of Represented Entity Tax-Right

Business Address

300 Railroad Avenue

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Hammonton

State NJ

Zip Code 08037

Type of Business Digital Tax Stamp Manufacturer

**2. REPRESENTED ENTITIES DESIGNATING THIS REPORT TO INCLUDE ALL THEIR ACTIVITY**

Provide the following information concerning those Represented Entities who have designated this report to include their activity.

Note: For each Represented Entity, Form L-2 must be filed.

1. Name of Represented Entity Show-Right

Business Address 300 Railroad Avenue

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Hammonton State NJ Zip Code 08037

Type of Business Trade Show Software Developer

2. Name of Represented Entity Plasma Protein Therapeutics Association

Business Address 147 Old Solomons Island Rd

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Annapolis State MD Zip Code 21401

Type of Business Pharmaceutical Trade Association

3. Name of Represented Entity R Baby Foundation

Business Address 1375 Broadway  
3rd Floor

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City New York State NY Zip Code 10018

Type of Business Non-Profit

4. Name of Represented Entity West Essex Mental Health Association

Business Address 33 So. Fullerton Ave.

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Montclair State NJ Zip Code 07042

Type of Business Non-Profit

5. Name of Represented Entity Satellite Broadcasting and Communications Association

Business Address 1730 M Street NW  
Suite 600

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Washington State DC Zip Code 20036

Type of Business Trade Association

**2. REPRESENTED ENTITIES DESIGNATING THIS REPORT TO INCLUDE ALL THEIR ACTIVITY**

Provide the following information concerning those Represented Entities who have designated this report to include their activity.

Note: For each Represented Entity, Form L-2 must be filed.

1. Name of Represented Entity NJ State Building & Construction Trades Council

Business  
Address

77 Brant Avenue

Suite 405

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City Clark

State NJ

Zip Code 07066

Type of Business Trade Association

2. Name of Represented Entity \_\_\_\_\_

Business  
Address

\_\_\_\_\_

\_\_\_\_\_

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

3. Name of Represented Entity \_\_\_\_\_

Business  
Address

\_\_\_\_\_

\_\_\_\_\_

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

4. Name of Represented Entity \_\_\_\_\_

Business  
Address

\_\_\_\_\_

\_\_\_\_\_

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

5. Name of Represented Entity \_\_\_\_\_

Business  
Address

\_\_\_\_\_

\_\_\_\_\_

Check if communication with the general public ("Grassroots Lobbying") was the **only** lobbying activity for this entity.

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

**2a. OTHER REPRESENTED ENTITIES**

Provide the following information concerning other Represented Entities.

1. Name of Represented Entity None

Business  
Address

Check if communication with the  
general public ("Grassroots  
Lobbying") was the **only** lobbying  
activity for this entity.

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

2. Name of Represented Entity \_\_\_\_\_

Business  
Address

Check if communication with the  
general public ("Grassroots  
Lobbying") was the **only** lobbying  
activity for this entity.

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

3. Name of Represented Entity \_\_\_\_\_

Business  
Address

Check if communication with the  
general public ("Grassroots  
Lobbying") was the **only** lobbying  
activity for this entity.

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

4. Name of Represented Entity \_\_\_\_\_

Business  
Address

Check if communication with the  
general public ("Grassroots  
Lobbying") was the **only** lobbying  
activity for this entity.

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

5. Name of Represented Entity \_\_\_\_\_

Business  
Address

Check if communication with the  
general public ("Grassroots  
Lobbying") was the **only** lobbying  
activity for this entity.

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Type of Business \_\_\_\_\_

**SCHEDULE A**

1. Did any Governmental Affairs Agent named in this Annual Report serve as a member of:

- any independent State authority;
- any county improvement authority;
- any municipal utilities authority;
- any inter-State or bi-State authority as a member from New Jersey; or,
- any board or commission established by statute or resolution, or by executive order of the Governor, or by the Legislature, or by any Agency, Department or other instrumentality of the State?

No If "no," continue on to the next question.       Yes If "yes," please provide the following information:

Name of Governmental Affairs Agent      AJ Sabath

Name of Authority, Board, or Commission      Ramapo College of New Jersey Board of Trustees

Date When Term of Service Expires      November, 2015

Name of Governmental Affairs Agent      AJ Sabath

Name of Authority, Board, or Commission      New Jersey Master Plumbers Board of Examiners

Date When Term of Service Expires      October, 2012

Name of Governmental Affairs Agent      \_\_\_\_\_

Name of Authority, Board, or Commission      \_\_\_\_\_

Date When Term of Service Expires      \_\_\_\_\_

Name of Governmental Affairs Agent      \_\_\_\_\_

Name of Authority, Board, or Commission      \_\_\_\_\_

Date When Term of Service Expires      \_\_\_\_\_

2. Did all Governmental Affairs Agent(s) named in this Annual Report file all Notices of Representation and Quarterly Reports required during the calendar year covered by this Annual Report?

Yes If "yes," continue on to Schedule B.       No If "no," please file the necessary reports immediately.

**SCHEDULE B - SALARY & COMPENSATION**

**PURPOSE:** To report the salary and compensation paid to the Governmental Affairs Agents on whose behalf this report is filed. Include the reimbursement of an Agent's expenses in amounts reported.

**NOTE:** Only the pro rata share of each Governmental Affairs Agent's salary and compensation need to be included if the Agent spends only a portion of his/her time on lobbying activity.

**NAME OF GOVERNMENTAL AFFAIRS AGENT**

**AMOUNT**

AJ Sabath

\$

183,200.00

**SCHEDULE B TOTAL \$**

**SCHEDULE C - SUPPORT PERSONNEL**

**PURPOSE:** To report the costs of support personnel who, over the course of the reporting year, individually spend 450 or more hours supporting the activities of the Governmental Affairs Agent(s).

After determining to which person(s) this applies, report the pro rata share of those costs which are attributable to supporting the activities of the Governmental Affairs Agent(s) in influencing legislation, regulations, governmental processes, or communicating with the general public.

**SCHEDULE C TOTAL \$**

183,200

~~0.00~~

**NO SCHEDULE D FOR GOVERNMENTAL AFFAIRS AGENTS**

**SCHEDULE E - COMMUNICATION EXPENSES**

**PURPOSE:** To report the costs of the preparation and distribution of materials related to influencing legislation, regulations, governmental processes, and conducting communications with the general public.

EXPENSE	AMOUNT
Printed Materials	\$ 100.00
Film, Slides, Video, Audio, TV, Radio, Other Broadcast Medium, including the Internet	1,000.00
Postage	200.00
Telephone, Telegram, Facsimile	500.00
Pro Rata Overhead Costs of Specific Events Over \$100 (please identify name and date of event)	

Other (please describe):


**SCHEDULE E TOTAL \$** 1,800.00

**SCHEDULE F - TRAVEL/LODGING**

**PURPOSE:** To report the travel and lodging costs of the Governmental Affairs Agents on whose behalf this report is filed related to influencing legislation, regulations, governmental processes, or communicating with the general public.

NAME OF GOVERNMENTAL AFFAIRS AGENT	AMOUNT
	\$ 0.00

**SCHEDULE F TOTAL \$**



**SCHEDULE G-1****ITEMIZATION OF BENEFITS WHICH EXCEEDED \$25 PER DAY OR \$200 PER CALENDAR YEAR TO STATE OFFICIALS AND THEIR IMMEDIATE FAMILY MEMBERS**

**PURPOSE:** To report detailed information concerning benefits passed to State officials covered by the Act, as well as the immediate family members of these officials. If the value of a benefit exceeded \$25 per day or \$200 per calendar year, report below.

*(Select one description item for each entry from the drop down list. When selecting "O - Other", enter a description in the space provided.)*

Name of Benefit Recipient None

Date \_\_\_\_\_ Description \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name and Address of Payee/Vendor

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Description \_\_\_\_\_

Name of Benefit Recipient \_\_\_\_\_

Date \_\_\_\_\_ Description \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name and Address of Payee/Vendor

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Description \_\_\_\_\_

Name of Benefit Recipient \_\_\_\_\_

Date \_\_\_\_\_ Description \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name and Address of Payee/Vendor

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Description \_\_\_\_\_

Name of Benefit Recipient \_\_\_\_\_

Date \_\_\_\_\_ Description \_\_\_\_\_ Amount \$ \_\_\_\_\_

Name and Address of Payee/Vendor

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date \_\_\_\_\_ Amount \$ \_\_\_\_\_

Description \_\_\_\_\_

### SUMMARY OF BENEFIT PASSING

**PURPOSE:** To report the total amount of providing benefits to State officials covered by the Act and their immediate family members.

	SCHEDULE G-1*	+ \$	SCHEDULE G-2**	=	\$	
Entertainment	\$ _____	+	\$ _____	=	\$ _____	
Food and Beverage	_____	+	_____	=	_____	
Travel	_____	+	_____	=	_____	
Lodging	_____	+	_____	=	_____	
Honoraria	_____	+	_____	=	_____	
Loans	_____	+	_____	=	_____	
Gifts	_____	+	_____	=	_____	
Other (specify) _____	_____	+	_____	=	_____	
<b>Total</b>	\$ _____	+	\$ _____	=	\$ _____	

**SCHEDULE G-1 AND  
SCHEDULE G-2 TOTAL**

\* After completing all entries on Schedule G-1, provide totals by category.

\*\* Enter, by category, the value of benefit passing where the expenditure did NOT exceed the \$25/day or \$200/calendar year thresholds.

**ENTER THE TOTAL AMOUNT OF REIMBURSED BENEFITS, IF ANY.  
DO NOT DEDUCT THIS AMOUNT FROM BENEFIT PASSING AMOUNTS.**

\$ \_\_\_\_\_

### SUMMARY OF LOBBYING EXPENDITURES

**EXPENDITURES**

1. Salary and Compensation	Schedule B Total	\$	183,200.00
2. Support Personnel	Schedule C Total		_____
3. Communication Expenses	Schedule E Total		1,800.00
4. Travel and Lodging	Schedule F Total		_____
5. Benefit Passing	Schedule G-1 and Schedule G-2 Total		_____
<b>Total Lobbying Expenditures</b>		<b>\$</b>	_____

### RECEIPTS TABLE

**PURPOSE:** To report all fees, retainers, allowances, reimbursement of expenses, or other compensation received from Represented Entities for the purpose of influencing legislation, regulations, governmental processes, or communicating with the general public.

**NOTE:** Report only the pro rata share of each receipt which is related to influencing legislation, regulations, governmental processes, or communicating with the general public.

REPRESENTED ENTITY	AMOUNT
1. National Association of Social Workers-NJ	\$ 30,000.00
2. U.S. Green Building Council, NJ Chapter	42,500.00
3. ProCure Treatment Centers	7,500.00
4. Franklin Development Group, LLC	4,000.00
5. Tax-Right	21,000.00
6. Show-Right	3,000.00
7. Plasma Protein Therapeutics Association	27,000.00
8. rBaby Foundation	16,000.00
9. West Essex Mental Health Association	15,000.00
10. Satellite Broadcasting and Communications Association	15,000.00
11. NJ State Building & Construction Trades Council	4,000.00
12.	
13.	
14.	
15.	
16.	
17.	
18.	
<b>TOTAL RECEIPTS</b>	<b>\$ 185,000.00</b>

**CERTIFICATION**

This certification shall be signed by either the Governmental Affairs Agent filing this Annual Report on his/her own behalf, or by the Managing or Principal Partner or Chief Executive Officer of the Governmental Affairs Agent Firm.

I, AJ Sabath

(print name)

hereby certify that I am duly authorized by

The Advocacy Group, LLC

(print name of firm)

to file and certify the accuracy and correctness of this Annual Report of Lobbying Activity for calendar year \_\_\_\_\_.  
I certify that the statements made herein are true and accurate. I am aware that if any of the foregoing statements are willfully false, I may be subject to punishment.

  
Signature

2/15/10  
Date