

ANNUAL REPORT OF REPRESENTED ENTITY

FORM L1-L Reporting For Calendar Year 2009

ELEC RECEIVED FEB 2 2 2010

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Amendment

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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

Name of Represented Entity Pfizer Inc. Business Address 235 E. 42nd Street, 12 Floor			
City New York	i.	State NY	Zip Code 10017
*(Area Code) Telephone Number (212) 733-7222			
1. Provide the following information regarding the Gove	rnmental Affairs Agent(s) employed	by the Represe	ented Entity named above.
1. Name Wendy Lazarus			. <u>.</u>
Registration Number 1348-3	Job Title Director, Governme	nt Relations	and Public Affairs
Business Address 369 Interpace Pkwy., MCC IV E	lldg. D/4th Floor		
City Parsippany		State NJ	Zip Code 07054
*(Area Code) Telephone Number (973) 257-3831			
2. Name James Watkins			
Registration Number 495-1	Job Title Governmental Affai	rs Agent	
Business Address 5 Giralda Farms			
City Madison	_	State NJ	Zip Code 07940
*(Area Code) Telephone Number (973) 660-5000			
3. Name N/A			
Registration Number	Job Title		
Business Address			
		State	Zip Code
*/A Cd-\ T-lb North			
4. Name N/A	-		
Registration Number	Job Title		
Business Address			
City		State	Zip Code
*(Area Code) Telephone Number			

Provide the following information regarding the Governmental Affairs Agent(s) retained or Entity.	r otherwise en	gaged by the Represented
Name of Agent or Firm Public Strategies Impact, LLC		
Business Address 414 River View Plaza		
City Trenton	State NJ	Zip Code <u>08611</u>
*(Area Code) Telephone Number (609) 393-7799 Occupation/Business	Governmen	tal Affairs Agent
2. Name of Agent or Firm N/A		
Business Address		
City	State	Zip Code
*(Area Code) Telephone Number Occupation/Business		·
SCHEDULE A		
 Did any Governmental Affairs Agent named on page 1, question 1, 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 Legislature, or by any Agency, Department or other instrumentality of the State?	r of the Goverr	nor, or by the
No If "no," continue on to the next question.	de the followi	ng information:
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		
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 the Governmental Affairs Agent(s) named on page 1, question 1 file all Notices of Repreduring the calendar year covered by this Annual Report?	esentation and	Quarterly Reports required
Yes If "yes," continue on to Schedule B. No If "no," please file	the necessary	reports immediately.
*Leave this field blank if your telephone number is unlisted. Pursuant to N.J.S.A. 47:1A-1.1, an unlisted telephone number is not	a public record and	must not be provided on this form.

	SCHEDULE B - SALARY &	COMPENSATION	*
PURPOSE:	To report the salary and compensation paid by the Represer reimbursement of an Agent's expenses in amounts reported.	ited Entity to its Governmental Affai	rs Agent(s). Include the
-	For the Governmental Affairs Agents who are employees of to report the salary and other compensation paid. NOTE: Only to compensation need be included if the employee spends only.	he pro rata share of each employee's s	
		s	45,745.00
	For the Governmental Affairs Agents named on page 2, ques Represented Entity, please provide the following information		engaged by the

NAME OF PAYEE	LOBBYING PURPOSE	COMPENSATION
Public Strategies Impact, LLC	Represent Pfizer on matters before the Legislature and Executive Branch agencies	\$ 48,119.47
2.		
3.		
4.		
5.		_
6.		
7.		
,	Total \$	48,119.47
e e	SCHEDULE B TOTAL \$	93,864.47

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 Represented Entity or 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 Represented Entity or Governmental Affairs Agent(s) in influencing legislation, regulations, governmental processes, or communicating with the general public.

SCHEDULE C TOTAL \$		0.00
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SCHEDULES D-1 & D-2 - ASSESSMENTS, MEMBERSHIP FEES, OR DUES

Schedule D-1 - Specific Intent

PURPOSE: To report the amount of assessments, membership fees, or dues <u>paid by the Represented Entity</u>. If the assessments, membership fees, or dues were <u>paid by the Represented Entity</u> with the specific intent to influence legislation, regulations, governmental processes, or to communicate with the general public, please provide the information below:

PART I – For assessments, membership fees, or dues exceeding \$100 for the calendar year:

DATE	PAYEE	DESCRIPTION (A,M, or D)	AMOUNT
01-01-2009	HealthCare Institute of NJ	D	\$ 81,540.00
04-01-2009	New Jersey Lawsuit Reform Alliance	D	6,000.00
01-01-2009	Chemistry Council of NJ	D	2,500.00
		Part I TOTAL \$	90,040.00
PART II - For asses	ssments, membership fees, or dues \$100 or less for the calendar year:	Part II TOTAL \$	0.00

Schedule D-2 - Major Purpose

PURPOSE: To report the pro rata amount of assessments, membership fees, or dues <u>paid by the Represented Entity</u>. If the assessments, membership fees, or dues were <u>paid by the Represented Entity</u> to an entity whose major purpose is to influence legislation, regulations, governmental processes, or to communicate with the general public, and, was not reported on Schedule D-1, "Specific Intent," please provide the information below:

(Part | AND Part | I) Schedule D-1 TOTAL \$

PART I - For assessments, membership fees, or dues exceeding \$100 for the calendar year:

AMOUNT	DESCRIPTION (A,M, or D)	PAYEE
	\$	N/A
0.0	Part I TOTAL \$	
0.0	Part II TOTAL \$	ments, membership fees, or dues \$100 or less for the calendar year:
0.0	hedule D-2 TOTAL \$	(Part I and Part I
90,040.0	edule D-2 TOTAL \$	Schedule D-1 AND

90,040.00

• .			
PURPOSE:	SCHEDULE E - COMMUNICATION EXPENSES To report the costs of the preparation and distribution of materials related to influencing legisla governmental processes, and conducting communications with the general public.	tion, regulati	ions,
EXPENSE	· · · · · · · · · · · · · · · · · · ·	AN	OUNT
Printed Mate	rials	\$	0.00
ilm, Slides, \	/ideo, Audio, TV, Radio, Other Broadcast Medium, including the Internet		0.00
Postage			0.00
Telephone, T	elegram, Facsimile		525.18
Pro Rata Ove	rhead Costs of Specific Events Over \$100 (please identify name and date of event)		0.00
Other (please	describe)		
	SCHEDULE E TOTAL S	;	525.18
PURPOSE:	SCHEDULE F - TRAVEL/LODGING To report the travel and lodging costs of the Governmental Affairs Agents who are employees of named on page 1, question 1, related to influencing legislation, regulations, governmental proc with the general public.		
	· · · · · · · · · · · · · · · · · · ·		

NAME OF GOVERNMENTAL AFFAIRS AGENT	,	AMOUNT
Wendy Lazarus	!	831.15
·		
<u> </u>		
	SCHEDULE F TOTAL \$	831.15

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.

Name of Benefit Recipient Cort Adelman, aide to Assemblyman Greenwald		
Date Oct 30, 2009 Description F - Food & Beverage	Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.		
Address 100 Rte 206		
	de <u>07934</u>	
If benefit was reimbursed, please report the date, the description, and the amount of the reimb Date Amount \$	oursement.	
Description		· ·
Name of Benefit Recipient Aravind Aithal, aide to Senator Smith		
Date Oct 30, 2009 Description F - Food & Beverage	Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.		
Address 100 Rte 206		
	de 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimb Date Amount \$	ursement.	
Description		
Name of Benefit Recipient Al Barlas, aide to Assemblyman O'Scanlon		
Date Oct 30, 2009 Description F - Food & Beverage	Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.		
Address 100 Rte 206		
City Peapack State NJ Zip Cod	le 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimb Date Amount \$	ursement.	
Description		
Name of Benefit Recipient Sue Cahn, aide to Senator Smith		
Date Oct 30, 2009 Description F - Food & Beverage	Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.		
Address 100 Rte 206		
City Peapack State NJ Zip Cod	e 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursed Amount \$	ursement.	
Description		

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.

Name of Benefit Recipient Caroline Casagrande, Assemblywoman	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient Elizabeth Cornwell, aide to Senator Kean	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack . State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient Erin Ehrich, aide to Senator Kean	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient Camille Fernicola, aide to Senator Smith	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	

ITEMIZATION OF BENEFITS WHICH EXCEEDED \$25 PER DAY OR \$200 PER CALENDAR SCHEDULE G-1 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 Nancy Fitterer, aide to Senator Beck Description F - Food & Beverage Date Oct 30, 2009 68.70 Name and Address of Payee/Vendor Name Pfizer Inc. Address 100 Rte 206 Peapack State NJ Zip Code 07934 If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date _____ Amount \$_____ Description Name of Benefit Recipient Tom Fitzsimmons, aide to Senator Beck Date Oct 30, 2009 Description F - Food & Beverage 68.70 Name and Address of Payee/Vendor Name Pfizer Inc. Address 100 Rte 206 Peapack State NJ Zip Code 07934 City If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. _____ Amount \$_____ Description Name of Benefit Recipient Louis Greenwald, Assemblyman Description F - Food & Beverage Date Oct 30, 2009 Amount \$ 68.70 Name and Address of Payee/Vendor Name Pfizer Inc. Address 100 Rte 206 Peapack State NJ Zip Code 07934 City If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date ____ Amount \$ Description Name of Benefit Recipient Thomas Kean, Senator Description F - Food & Beverage Amount \$ Date Oct 30, 2009 68,70 Name and Address of Payee/Vendor Name Pfizer Inc.

Address 100 Rte 206

City Peapack

Description

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

Date _____ Amount \$_____

State NJ Zip Code 07934

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.

Name of Benefit Recipient Harrison Neely, aide to Senator Kean	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient Declan O'Scanlon, Assemblyman	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient Heather O'Scanlon, family member of Assemblyman O'Scanlon	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient Robert Smith, Senator	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	

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.

Name of Benefit Recipient Ellen Smith, spouse of Senator Smith	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	·
Name of Benefit Recipient Renee Trabert, aide to Senator Kean	
Date Oct 30, 2009 Description F - Food & Beverage Amount \$	68.70
Name and Address of Payee/Vendor Name Pfizer Inc.	
Address 100 Rte 206	
City Peapack State NJ Zip Code 07934	
If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement. Date Amount \$	
Description	
Name of Benefit Recipient N/A	
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 N/A	
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**		AMOUNT
Entertainment	\$.	0.00	+\$	0.00	= \$	0.00
Food and Beverage		1,237.00	+	0.00	=	1,237.00
Travel		0.00	+ .	0.00	=	0.00
Lodging		0.00	+	0.00	=	0.00
Honoraria		0.00	+ .	0.00	=	0.00
Loans ·	-	0.00	+	0.00	=	0.00
Gifts	_	0.00	+	0.00	=	0.00
Other(specify) 0	-	0.00	+	0.00	=	0.00
Total	\$	1,237.00	+\$	0.00	=\$	1,237.00

SCHEDULE G-1 AND SCHEDULE G-2 TOTAL

^{**} 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 <u>NOT</u> DEDUCT THIS AMOUNT FROM BENEFIT PASSING AMOUNTS.

.00

\$

SUMMARY OF LOBBYING EXPENDITURES

EXPENDITURES

1. Salary and Compensation (Add the total from	n questions 1 & 2) Schedule B Total \$	93,864.47
2. Support Personnel	Schedule C Total	0.00
3. Assessments, Membership Fees, or Dues	Schedule D-1 and Schedule D-2 Total	90,040.00
4. Communication Expenses	Schedule E Total	525.18
5. Travel and Lodging	Schedule F Total	831.15
6. Benefit Passing	Schedule G-1 and Schedule G-2 Total	1,237.00
	Total Lobbying Expenditures \$	186,497.80

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

RECEIPTS TABLES 1 AND 2

Receipts Table 1 - Specific Intent

PURPOSE: To report the amount of contributions, loans, membership fees, dues, or assessments received by the Represented Entity.

If the contributions, loans, membership fees, dues, or assessments were received by the Represented Entity with the specific intent to influence legislation, regulations, governmental processes, or to communicate with the general public, please provide the information below:

DATE	SOURCE	ADDRESS	AMOUNT
	N/A		\$
		Part I Total \$	0.0
PART II - For co	ontributions, loans, membership fees,	dues, or assessments \$100 or Part II Total \$	0.0
	,	Receipts Table 1 Total (Part I and II) \$	0.0
PURPOSE: To re intity. Note: If a	a receipt was already reported on Rece	tions, loans, membership fees, dues, or assessments <u>received b</u> eipts Table 1 as a "Specific Intent" receipt, DO NOT report again	as a
PURPOSE: To restrict. Note: If a Major Purpose egulations, governovide the performance or each receiption.	eport the pro rata amount of contribu a receipt was already reported on Reco " receipt. If the receipts were received vernmental processes, or to communi rcentage of activity which constituted	eipts Table 1 as a "Specific Intent" receipt, DO NOT report again by the Represented Entity whose major purpose is to influence cate with the general public, please provide the information be lobbying (this figure must be more than 50%): y the amount of the receipt to arrive at a net receipt amount.	as a e legislation,
PURPOSE: To rentity. Note: If a Major Purpose egulations, governovide the perfor each receiped together all Review each ne	eport the pro rata amount of contribute receipt was already reported on Receipt receipt. If the receipts were received vernmental processes, or to communicate of activity which constituted t, multiply the percentage indicated believe treceipt amounts to arrive at the set receipt amount. Any net receipt in each	eipts Table 1 as a "Specific Intent" receipt, DO NOT report again by the Represented Entity whose major purpose is to influence cate with the general public, please provide the information be lobbying (this figure must be more than 50%): by the amount of the receipt to arrive at a net receipt amount. aggregate total. Receipts Table 2 Total \$ excess of \$100 should be listed below:	as a e legislation, elow: 0 %
PURPOSE: To restrict. Note: If a Major Purpose egulations, government or each receipted together all	eport the pro rata amount of contribual receipt was already reported on Receipt receipt. If the receipts were received vernmental processes, or to communicate of activity which constituted t, multiply the percentage indicated bill net receipt amounts to arrive at the activity and the second contributed at the second contributed at the second contributed at the second contributed at the second contributed contributed at the second contributed cont	eipts Table 1 as a "Specific Intent" receipt, DO NOT report again by the Represented Entity whose major purpose is to influence cate with the general public, please provide the information be lobbying (this figure must be more than 50%): by the amount of the receipt to arrive at a net receipt amount. aggregate total. Receipts Table 2 Total \$	as a e legislation, elow: 0 %
PURPOSE: To rentity. Note: If a Major Purpose egulations, governovide the perfor each receiped together all Review each ne	eport the pro rata amount of contribute receipt was already reported on Receipt receipt. If the receipts were received vernmental processes, or to communicate of activity which constituted t, multiply the percentage indicated believe receipt amounts to arrive at the set receipt amount. Any net receipt in especial source.	eipts Table 1 as a "Specific Intent" receipt, DO NOT report again by the Represented Entity whose major purpose is to influence cate with the general public, please provide the information be lobbying (this figure must be more than 50%): by the amount of the receipt to arrive at a net receipt amount. aggregate total. Receipts Table 2 Total \$ excess of \$100 should be listed below:	as a e legislation, elow: 0 % 0.00 AMOUNT
PURPOSE: To rentity. Note: If a Major Purpose egulations, governovide the perfor each receiped together all Review each ne	eport the pro rata amount of contribute receipt was already reported on Receipt receipt. If the receipts were received vernmental processes, or to communicate of activity which constituted t, multiply the percentage indicated bill net receipt amounts to arrive at the extreceipt amount. Any net receipt in extractions are source. SOURCE	eipts Table 1 as a "Specific Intent" receipt, DO NOT report again by the Represented Entity whose major purpose is to influence cate with the general public, please provide the information be lobbying (this figure must be more than 50%): by the amount of the receipt to arrive at a net receipt amount. aggregate total. Receipts Table 2 Total \$ excess of \$100 should be listed below:	as a e legislation, elow: 0 % 0.00 AMOUNT

CERTIFICATIO	N
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ı.	Jennie Unger Eddy
١,	(print name)
he	reby certify that I am duly authorized by
	Pfizer Inc. (print name of Represented Entity)
	(print name of nepresented Entity)
	file and certify the accuracy and correctness of this Annual Report of Lobbying Activity for calendar year 2009
	rtify that the statements made herein are true and accurate. I am aware that if any of the foregoing statements are Ifully false, I may be subject to punishment.
	2.11.10
	Signature Date