



DESIGNATION OF GOVERNMENTAL AFFAIRS AGENT

FORM L-2 Reporting For Calendar Year 2009

ELEC RECEIVED FEB 16 2010

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

FOR STATE USE ONLY

Name of Represented Entity New Jersey Association of Insurance & Financial Advisors

Business Address 1 Distribution Way, Suite 202

City Monmouth Junction State NJ Zip Code 08852

*(Area Code) Telephone Number (732) 422-0748

The above named Represented Entity hereby designates the following Governmental Affairs Agent, or Governmental Affairs Agent Firm, employed or otherwise engaged by the Represented Entity, to file on its behalf the Annual Report of Lobbying Activity covering calendar year 2009 with the Election Law Enforcement Commission.

Name of Governmental Affairs Agent or Governmental Affairs Agent Firm Pathways Government Relations, LLC

Business Address PO Box 559

City Rancocas State NJ Zip Code 08073-9998

This designation further represents a statement by the Represented Entity that the only reportable expenditures made by the Represented Entity were to the Governmental Affairs Agent or Governmental Affairs Agent Firm herein designated.

It is understood that any violation of the Act, N.J.S.A. 52:13C-18 et seq. or the regulations promulgated thereunder, shall subject both the Represented Entity and designated Governmental Affairs Agent or Governmental Affairs Agent Firm to the penalties provided by law.

Acknowledged:

Pathways Government Relations, LLC Name of Governmental Affairs Agent or Governmental Affairs Agent Firm

NJ Assoc. of Insurance & Financial Advisors Print Full Name of Represented Entity

By: Paul J. Bent Print Full Name

By: DENNIS CUCCHINELLI Government Relations Chair Print Full Name/Title

Signature [Handwritten Signature]

Signature [Handwritten Signature]

Date 2-16-10

Date JAN 21 2010