

LETTER OF AGREEMENT

We are pleased that Garcia, Calderon & Ruiz, LLP (GCR), on behalf of the Sweetwater Union High School District (District), has chosen to retain Hutchens PR Group, Inc., dba Hutchens PR ("Hutchens PR") as public relations counsel for the Scope of Work described below. This Letter of Agreement ("Agreement") contains the terms of our engagement under which Hutchens PR will serve GCR on behalf of District (Jointly referred to as "Client" unless separately referenced as "GCR" or "District").

TERM OF CONTRACT

The term of this agreement for services between Hutchens PR and Client is effective as of May 20, 2009 and will continue month to month until terminated. Either party may terminate this agreement at will and for no cause upon the delivery of a written 30-day notice of termination.

SCOPE OF WORK

Hutchens PR will provide public relations, community outreach and strategic counseling services as directed by Bonifacio Bonny Garcia, Esq. All direction or notices from Mr. Garcia shall be deemed as direction or notices from the District as well as GCR. Hutchens PR will obtain Client's advance written approval for any additional services not described in the Scope of Work.

BILLING METHOD

Hutchens understands that (1) it has been retained by GCR on behalf of the District; (2) any and all amounts due to Hutchens PR under this agreement are due from the District and not GCR; (3) GCR shall pay Hutchens PR amounts due for its services as and when GCR receives payment on Hutchens PR's invoices from the District, which shall not be later than five (5) business days from the receipt by GCR of such payment from the District.

Hutchens PR will invoice GCR for services rendered and costs incurred on a calendar monthly basis, on or about the 5th of the month subsequent to the month in which services are rendered. Client bills will be sent electronically to Bonifacio Bonny Garcia as the designated Client representative unless otherwise agreed. Client may change its designated representative at any time in writing, effective upon delivery of the notice to Hutchens PR.

Costs for out-of-pocket expenses including, but not limited to, travel, long distance telephone charges, photocopies, faxes, research, messenger service, postage and shipping will be billed

monthly. Costs exceeding \$1,000 for any single item, or which are anticipated in the aggregate for any one month, will require Client's advance written approval and, if requested by Hutchens PR, an advance deposit.

Hutchens PR shall provide Professional Services to Client on an hourly basis at the rates contained in Appendix 1. Hutchens PR shall provide, and client shall pay for a minimum of twenty billable hours per month. Professional Services in excess of \$5,000.00 in any given month will require Client's advance written approval. Hutchens PR will invoice Client for services rendered by the third business day of each calendar month.

All invoices shall be deemed undisputed unless Client provides written notice delivered to Hutchens PR within twenty (20) days after Client's receipt of invoice, which notice shall specify the item(s) that Client disputes and provide the basis for that dispute.

In the event Client authorizes Hutchens PR to place advertising or procure printing on Client's behalf, Client agrees that, in doing so, Hutchens PR is acting as Client's agent of record for the purpose of placing broadcast, direct mail, outdoor, newspaper or magazine advertising, and that Hutchens PR is authorized to enter into, as Client's disclosed agent, all contracts necessary to effectuate Client's purpose in retaining Hutchens PR. Hutchens PR shall be entitled to receive all customary and usual agency discounts and commissions from such placements, provided that they at no time exceed 15 percent of the gross retail cost of advertisements and 17.65 percent of other bought items or services.

LATE PAYMENTS

All undisputed amounts remaining due and unpaid ten (10) days from receipt by GCR of payment of such amounts from the District shall bear interest at the rate of 12 percent per annum, or such lesser rate as may be the maximum permissible rate under applicable law. Interest accruing on past due invoices shall be in addition to any other remedies Hutchens PR may have with respect to late payment. Work on Client's account may be temporarily discontinued if payments are overdue more than sixty (60) days without advance written agreement between the parties.

INDEMNIFICATION AND TERMS

Nothing in this agreement shall be construed to cause either party to be the agent of the other party with actual or apparent authority to bind the other party except as specifically authorized under this agreement or by separate written agreement signed in advance by the party to be so bound.

COMPENSATION FOR HIRING OFFICERS OR EMPLOYEES OF HUTCHENS PR

Client agrees not to recruit, solicit or hire any officer or employee of Hutchens PR (or any successor entity) while this agreement is in effect and for six (6) months following the termination of this agreement. If Client does recruit or solicit an officer or employee of Hutchens PR (or any successor entity) during such period, and as a result the officer or employee becomes a direct employee or independent contractor for Client, Client agrees to pay Hutchens PR a recruiting fee equal to 200 percent of that employee's full base salary as of the date of the employee's departure from Hutchens PR as compensation for breach of this provision. Payment shall be due within thirty (30) days after Hutchens PR delivers an invoice for the amount due under this provision.

ARBITRATION OF DISPUTES

Any disputes arising out of this agreement shall be submitted to binding arbitration by the American Arbitration Association under its rules for Commercial Arbitration. The arbitrator may include the prevailing party's reasonable attorney's fees and costs in the Arbitration Award.

Please sign this letter in the space provided and return it to us, keeping a copy for your files.

Agreed as of May 20, 2009.

HUTCHENS PR GROUP, INC.
A California corporation dba Hutchens PR
Fed TIN: 35-2328585

By: _____

Scott D. Alevy
Vice President

GARCIA, CALDERON & RUIZ, LLP.
625 Broadway, Suite 1400
San Diego, CA 92101

Bonifacio Bonny Garcia
Partner



Hutchens | PR

Appendix 1

HUTCHENS PR

Hourly Rates for Professional Services

President	\$300
Partner/Vice President	\$250
Senior Counselor	\$200
Senior Associate	\$150
Associate	\$ 90
Account Coordinator	\$ 75
Intern	\$ 45

HUTCHENS PR
550 W C Street
Suite 1850
San Diego, CA 92101

Invoice submitted to:
Garcia, Calderon & Ruiz, LLP
625 Broadway, Suite 1400
San Diego USA 92101
Bonny Garcia

11/4/2009

Invoice # 10581
Garcia, Calderon & Ruiz, LLP

Professional Services

		<u>Hrs/Rate</u>	<u>Amount</u>
10/1/2009	SA Discussion with JG on media outreach	0.25 250.00/hr	62.50
10/5/2009	SA Media watch and sent to leadership team	0.75 250.00/hr	187.50
	SA Confidential research discussion with Russ Hall, former CV Planning Commissioner and council candidate and teacher in San Diego Unified School District. Voice of San Diego story to leadership team.	0.75 250.00/hr	187.50
10/6/2009	SA Media research in preparation for fact-finding session. Research discussion with county supervisor	1.25 250.00/hr	312.50
10/7/2009	SA Monitoring media coverage of mediation and teachers union demonstration	0.75 250.00/hr	187.50
10/8/2009	SA Monitoring of media related to mediation session and contract agreement. Fed success info to Voice of San Diego and SDNN. Conferred with BG and JG	1.50 250.00/hr	375.00
10/9/2009	SA Media monitoring and analysis, articles and scripts distributed to leadership team and discussions on media and community strategy with BG and JG	1.25 250.00/hr	312.50
	TU Monitored media for Sweetwater	1.00 90.00/hr	90.00

COPY

		<u>Hrs/Rate</u>	<u>Amount</u>
10/10/2009	SA Research/study of teachers union agreement and supportive evidence	1.00 250.00/hr	250.00
10/13/2009	SA Community input on contract from current teacher, two retired and Mayor Cox in personal discussions. Distribution to key team on story from Socialist web site.	1.50 250.00/hr	375.00
10/15/2009	SA Strategic planning for post-contract phase and action plan/message development at GCR office	2.00 250.00/hr	500.00
10/16/2009	SA Media monitoring. Initial key message drafting	0.75 250.00/hr	187.50
10/19/2009	SA Intelligence gathering from teachers	0.75 250.00/hr	187.50
10/20/2009	SA ground research on vote	0.50 250.00/hr	125.00
10/21/2009	SA Media analysis	0.50 250.00/hr	125.00
	For professional services rendered	<u>14.50</u>	<u>\$3,465.00</u>
	Additional Charges :		
10/15/2009	Parking Parking at GCR for strategic meeting with BG		14.00
	Total additional charges		<u>\$14.00</u>
	For professional services rendered	<u>14.50</u>	<u>\$3,479.00</u>
	Total amount of this bill		<u>\$3,479.00</u>
	Previous balance		\$19,531.75
	Balance due		<u>\$23,010.75</u>

COPY

06.04896.0025
BT has
to Sweden
8/24/10

COPY

Alevy Communications
5360 Jackson Drive, Suite 112
La Mesa, CA 91942

Billing for Professional Services: November 2009 and December 2009
Garcia, Calderon & Ruiz

Date	Description	Billable Time	Total
11/2	Strategic planning with BG at San Diego office re: Star News article and response, strategy and tactics. Advice for JG.	1.25 @ \$250	312.50
11/3	Three calls with JG on key points and response to Star News article and related fall-out. Fact-finding and response strategy.	.75 @ \$250	187.50
11/12	Drive to Star News office in Chula Vista to secure copies of article for JG, BG and strategic discussion. 50 miles round trip as requested.	50 @ .55/mile	27.50
11/14	Analysis of Union-Tribune article on school district Board of Trustees closed session item and JG Austin interview. Email input to BG and JG and discussion.	.75 @ \$250	187.50
11/15	Discussions with JG on public perceptions of board and district and response recommendations.	.50 @ \$250	125.00
12/4	Private discussions with current teacher and former Counselor on union agreements, future agreements, and their perceptions/internal staff discussion of district and board actions and positions.	.75 @ \$250	187.50
12/15	Meeting with BG at San Diego office re: outlook for 2010, public outreach and media planning, tactics and strategy for upcoming calendar year.	.50 @ \$250	125.00

POSTED
Per Barry

Total hours	4.50 hours @ \$250 = \$1,125.00
Total mileage	50 @ \$.55 per mile = \$27.50
Invoice total due	\$1,152.50

Thank you for your trust and commitment. As some companies prefer to pay invoices within the same calendar year, this invoice is being provided midway through December.

BST TO MARCH BT Billing

06.04896.0025

(Handwritten initials)

COPY

Alevy Communications
5360 Jackson Drive, Suite 112
La Mesa, CA 91942

Billing for Professional Services: January 2010 and February 2010

Garcia, Calderon & Ruiz

Please advise if you wish this invoice to be re-sent to a different legal entity. Thanks.

Date	Description	Billable Time	Total
1/9	Attended two events in Bonita and Chula Vista. Confidential discussions with multiple teachers, Retirees, community leaders on board, Sweetwater High School improvements, union issues, etc.	2.00 @ \$250	500.00
	Mileage	38 @ .55/mile	20.90
1/11	Summary email/discussion regarding 1/9 fact finding	.25 @ \$250	62.50
1/23	Discussion with community leaders and parents Fact-finding and response strategy.	1.75 @ \$250	437.50
	Mileage	41 @ .55/mile	22.55
1/23	Compact For Success event at SDSU. Discussion with Sweetwater Education Foundation leadership and SDSU administration. Strategic fact finding.	1.00 @ \$250	250.00
	Mileage	25 @ .55/mile	13.75
1/27	"Voice of San Diego" article to BG and JG. Discussion	.50 @ \$250	125.00
2/17	Strategic discussion with BG at GCR San Diego office. Direction and planning.	.75 @ \$250	187.50
	Mileage	25 @ .55/mile	13.75
2/22	Drafting of initial concepts for communications plan. Outline, key points.	.75 @ \$250	187.50
2/23	Key points and scheduling for communications plan. Fleshed out facts and documentation	1.00 @ \$250	250.00
2/24	Communications plan edits and additions. Research. Text format for conversion to PowerPoint and strategy for upcoming calendar year.	2.00 @ \$250	500.00

POSTED

Total hours	10.00 hours @ \$250 = \$2,500.00
Total mileage	129 @ \$.55 per mile = \$70.95

Invoice total due	\$ 2,570.95
Prior invoice still due (Nov/Dec 2009)	\$ 1,152.50
Total due	\$ 3,723.45

Alevy Communications
 5360 Jackson Drive, Suite 112
 La Mesa, CA 91942

Billing for Professional Services: March 2010
 Garcia, Calderon & Ruiz
 Client: Sweetwater Union High School District

Please advise if you wish this invoice to be re-sent to a different legal entity. Thanks.

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Date	Description	Billable Time	Total
3/1	Edits to community outreach plan, converting to a PowerPoint document	1.25 @ \$250	312.50
3/2	Attended South County EDC meeting. Discussion with multiple community leaders including County Board of Education member and other elected officials and business community leaders.	2.25 @ \$250	562.50
	Mileage	38 @ .55	20.90
3/3	Research including Voice of San Diego article. Emailed news stories to BG and JG	.25 @ \$250	62.50
3/7	Research including Voice of San Diego and Union-Tribune articles. Emailed news stories to BG and JG	.50 @ \$250	125.00
3/10	Research including Voice of San Diego and Union-Tribune articles. Emailed news stories to BG and JG	.50 @ \$250	125.00
3/15	Strategic discussion with Chamber leadership. Research including Voice of San Diego and Union-Tribune articles. Emailed news stories to BG and JG	.75 @ \$250	187.50
3/16	Chula Vista State of the City event. Discussions with numerous key community leaders and SUHSD trustee Berta Lopez on issues and direction	1.25 @ \$250	312.50
	Mileage	36 @ .55	19.80
3/18	Research on Alpine and El Cajon school districts and issues on programs, labor and other issues. Emailed findings to BG and JG	.50 @ \$250	125.00

1978.20

3/22

Discussion on issues with Coronado Schools board member Doug Metz and several San Diego civic leaders on perceptions and strategy

.50 @ \$250

125.00

Total hours

7.75 hours @ \$250 = \$1,937.50

Total mileage

74 @ \$.55 per mile = \$40.70

Invoice total due

\$ 1,978.20

Prior Invoice still due (Nov 09-Feb 10)

\$ 3,723.45

Total due

\$ 5,701.65

Alevy Communications
 5360 Jackson Drive, Suite 112
 La Mesa, CA 91942

POSTED

Billing for Professional Services: April 2010

Garcia, Calderon & Rulz

Client: Sweetwater Union High School District

Please advise if you wish this invoice to be re-sent to a different legal entity. Thanks.

Date	Description	Billable Time	Total
4/1	Media stories and research/distribution.	.25 @ \$250	62.50
4/6	Discussion with National City Mayor and Chula Vista City council member on issues and perceptions. Discussion with BG on community outreach strategy. <i>Mileage</i>	1.0 @ \$250 37 @ .55	250.00 20.35
4/8	Made appointment with Lisa Cohen, CEO of Chula Vista Chamber of Commerce. Discussed community issues and concerns with Ed Lopez, CEO of Sweetwater Education Foundation.	.75 @ \$250	187.50
4/9	Media research including Voice of San Diego and Union Tribune. E-mailed news stories to BG and JG.	.25 @ \$250	62.50
4/13	Discussion with several community leader on district issues and perceptions.	1.25 @ \$250	312.50
4/14	Media research including articles on underperforming schools. Discussion with National City city council member on issues and his perceptions. Emailed news stories to BG and JG	1.25 @ \$250	312.50
4/15	Media research and distribution of stories. Appointment with Chula Vista Chamber CEO Lisa Cohen regarding issues and perceptions of the business community. <i>Mileage</i>	1.25 @ \$250 31 @ .55	312.50 17.05
4/16	Discussions with former Chula Vista city council member, former SUHSD counselor, two current teachers and several parents on district issues and perceptions and ideas for outreach. <i>Mileage</i>	2.0 @ \$250 34 @ .55	500.00 18.70
4/19	Media research and story distribution. Update edits to community outreach plan.	.75 @ \$250	187.50

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4/20	Discussion with BG on community outreach strategy	.50 @ \$250	125.00
4/21	Community leader outreach and discussion on issues	1.0 @ \$250	250.00
4/26	Community leader research and discussion with BG	.50 @ \$250	125.00
4/28	Community leader research and discussion with BG	.50 @ \$250	125.00

Total hours 11.25 hours @ \$250 = \$ 2,812.50
Total mileage 102 @ \$.55 per mile = \$ 56.10

Invoice total due (April 2010) \$ 2,868.60

Prior invoice still due (March 2010) \$ 1,978.20

Total due \$ 4,846.80

ALEVY COMMUNICATIONS

SCOTT D. ALEVY

5360 Jackson Drive, Suite 112
 La Mesa, CA 91942
 Phone (619) 303-4215

INVOICE

INVOICE : GCR AUG 2010
 DATE: AUGUST 20, 2010

TO:
 Mr. Bonny Garcia
 Garcia, Calderon & Ruiz, LLP.
 625 Broadway
 Suite 1400
 San Diego, CA 92101

FOR:
 Professional Services: Sweetwater Union High School District
 July 2010
Please advise if you wish for this invoice to be sent to a different legal entity. Thank you.

Date	Professional Services	Hours/costs	Rate	Billable
7/1	Lunch meeting at Islands Restaurant with leader of key community organization. Discussion on city projects, interaction with school district and major issues facing both.	2.00	\$ 250	\$ 500.00
	<i>Mileage</i>			
	<i>Dinner expenses</i>	23 miles	\$.55	\$ 12.65
		\$ 31.30		\$ 31.30
7/6	South County Economic Development council annual breakfast meeting at San Diego Country Club. Discussed Issues with Greg Cox, David Rowlands, Jesus Gandara, Jerry Rindone, Jeff Marston, Jess Vandeventer and others	2.50	\$ 250	\$ 625.00
	<i>Mileage</i>			
7/7	Discussion with National City city councilman Jess Vandeventer	34 miles	\$.55	\$ 18.70
7/13	Discussion with two Chula Vista city council members and Mayor Cheryl Cox. Discussed district perceptions and outreach opportunities. Strategic discussion and briefing with Bonny Garcia	.25 .75	\$ 250 \$ 250	\$ 62.50 \$ 187.50
7/20	Discussion with Bonny Garcia on public perceptions, issues and potential for additional outreach with SDSU and the Compact For Success to highlight a more positive community and student perception	.75	\$ 250	\$ 187.50
7/21	Discussions with former Chula Vista Planning Commissioner (and San Diego teacher) Russ Hall on perceptions and ideas. Update with Bonny Garcia.	1.00	\$ 250	\$ 250.00
7/24	Discussion with several current and former district teachers and administrators and parents about perceptions of district, including thoughts on the administration, curriculum, Compact for Success and facilities.	1.75	\$ 250	\$ 437.50
	<i>Mileage</i>			
7/27	Discussion with Bonny Garcia on summer 2010 outlook, Fall 2010 outreach and issues to be addressed. Ideas exchanged on outreach plan, timing and format.	32 miles .75	\$.55/mile \$ 250.00	\$ 17.60 \$ 187.50

Total professional services	9.75 hours	\$ 2,437.50
Total expenses	89 miles @ \$.55	\$ 48.95
Meals/entertainment		\$ 31.30
Totals for invoice		\$ 2,517.75

Please make checks payable for \$ 2,517.75 to SCOTT ALEVY. Thank you.

PLEASE PRINT:

B. Bayar
 11/5/10

ALEVY COMMUNICATIONS

SCOTT D. ALEVY

INVOICE

5360 Jackson Drive, Suite 112
La Mesa, CA 91942
Phone (619) 303-4215

INVOICE : GCR AUG 2010
DATE: SEPTEMBER 20, 2011

TO:

Mr. Bonny Garcia
Garcia, Calderon & Ruiz, LLP.
625 Broadway
Suite 1400
San Diego, CA 92101

FOR:

Professional Services: Sweetwater Union High School District
August 2010
Please advise if you wish for this invoice to be sent to a different legal entity. Thank you.

Date	Professional Services	Hours/costs	Rate	Billable
8/2	Discussion with Bonny Garcia on strategy for outreach. Set two meetings for outreach fact gathering and did some media research.	1.00	\$ 250	\$ 250.00
8/3	Discussion with Jerry Rindone on district/county education issues	.50	\$ 250	\$ 125.00
8/7	Discussion on issues and community perceptions with former and current SUHSD educators and administrators at community event.	2.0	\$ 250	\$ 500.00
	<i>Mileage</i>	38 miles	\$.55/mile	\$ 20.90
8/8	Chula Vista Lemon Festival. Discussion on Issues with several community and political leaders	1.75	\$ 250	\$ 437.50
	<i>Mileage</i>	42 miles	\$.55/mile	\$ 23.10
8/10	Discussion with Bonny Garcia on logistics and strategic outreach plan. Discussion with Lisa Cohen, Chula Vista Chamber on outreach.	.50	\$ 250	\$ 125.00
8/11	Discussions with Cindy Gompper-Graves, South County EDC CEO, on perceptions and ideas. Update with Bonny Garcia.	.50	\$ 250	\$ 250.00
8/17	Strategic discussion and meeting/briefing with Bonny Garcia and school board candidate John McCann, to discuss community issues.	2.50	\$ 250	\$ 625.00
8/18	Meeting with several Bonita Vista HS and Middle School parents to discuss perceptions and community educational issues. Fact finding.	3.00	\$ 250	\$ 750.00
8/20	Discussion with Bonny Garcia on ideas for public outreach plan.	.75	\$ 250	\$ 187.50
8/24	Discussion with former Chula Vista school board member Patrick Judd on district issues, including interaction of the two districts, and public/agency perceptions. Briefed McCann on National City issues for SUHSD.	1.00	\$ 250	\$ 250.00
8/25	Initial drafting of public outreach plan for district for school year 2010-2011	2.00	\$ 250	\$ 500.00
8/28	Media analysis of "No Classes" letters to editor in San Diego Union Tribune, in response to article about changes in SUHSD English curriculum	.25	\$ 250	\$ 62.50
8/30	Additions to draft public outreach plan. Consultation for input with associate.	1.25	\$ 250	\$ 312.50
8/31	Drafting, composition, edits and additions to public outreach plan	1.00	\$ 250	\$ 250.00

Invoice totals:

18 hours @ \$250 \$ 4,500.00
80 miles @ \$.55 \$ 44.00

TOTAL DUE: \$ 4,544.00

Please make checks payable for \$ 4,544.00 to SCOTT ALEVY. Thank you.

ALEVY COMMUNICATIONS

SCOTT D. ALEVY

5360 Jackson Drive, Suite 112
La Mesa, CA 91942
Phone (619) 303-4215

INVOICE

INVOICE : GCR SEP 2010
DATE: DECEMBER 6, 2010

TO:

Mr. Bonny Garcia
Ms. Stacy Williamson
Garcia, Calderon & Ruiz, LLP.
625 Broadway
Suite 1400
San Diego, CA 92101

FOR:

Professional Services: Sweetwater Union High School District
September 2010
Please advise if you wish for this invoice to be sent to a different legal entity. Thank you.

Date	Professional Services	Hours/costs	Rate	Billable
9/2	Discussion with Johnny Simpson, head of SD County Electricians Union, on labor perceptions of district and potential for active involvement in community outreach	.50	\$ 250	\$ 125.00
9/7	Discussion on labor perceptions of district and threats to actively assert influence in community outreach with Tom Lemmons, Johnny Simpson, Kirk Crosswhite, leaders of the SD County Construction Trades Council	1.25	\$ 250	\$ 312.50
9/9	Dinner meeting with Jeff Marston; discussed construction progress and impact on district, potential construction trades activity and high-level involvement <i>Mileage</i>	1.50 <i>34 miles</i>	\$ 250 <i>\$.55/mile</i>	\$ 375.00 <i>\$ 18.70</i>
9/14	Research on National City issues including discussion with Alma Sarmento, Chris Zapata and Ron Morrison	1.75	\$ 250	\$ 437.50
9/15	Discussion of National City issues with John McCann and briefing on community concerns. Discussion with Bonny Garcia on logistics and strategic outreach plan.	.75	\$ 250	\$ 187.50
9/17	Strategic evaluation on labor issues with Xema Jacobson, including outreach efforts to diffuse construction trades' concerns and lessen community impact	.50	\$ 250	\$ 125.00
9/22	Fact finding discussions with Carmen Sandoval (Regional Chamber) and Cindy Gompper-Graves (South County EDC) to discuss institutional perceptions and community educational issues. <i>Mileage</i>	.75 <i>53 miles</i>	\$ 250 <i>\$.55/mile</i>	\$ 187.50 <i>\$ 29.15</i>
9/24	Campaign issues discussion with two school board candidates	.50	\$ 250	\$125.00
9/27	Discussions with Rudy Castrulta and Steve Cushman on regional educational issues and perceptions related to career technical education, funding, public perception of curriculum and SUHSD English Issue, and labor impacts, Hispanic outreach and other concerns.	1.25	\$ 250	\$ 312.50
9/30	Attended regional meeting/briefing of business organizations that was focused on long range and short term impacts on municipal and district land use and taxation issues. <i>Mileage</i>	1.25 <i>34 miles</i>	\$ 250 <i>\$.55/mile</i>	\$ 312.50 <i>\$ 18.70</i>

INVOICE TOTALS 10 hours @ \$250 per hour = \$ 2,500.00
Mileage: 121 miles @ \$.55 per mile = \$ 66.55
TOTAL DUE: \$ 2,566.55

Please make check of \$2,566.55 payable to Alevy Communications. Thank you.

[Signature]
12/7/10

ALEVY COMMUNICATIONS

SCOTT D. ALEVY

INVOICE

5360 Jackson Drive, Suite 112
 La Mesa, CA 91942
 Phone (619) 303-4215

INVOICE : GCR OCT 2010
 DATE: DECEMBER 13, 2010

TO:
 Mr. Bonny Garcia
 Ms. Stacy Williamson
 Garcia, Calderon & Ruiz, LLP.
 625 Broadway
 Suite 1400
 San Diego, CA 92101

FOR:
 Professional Services: Sweetwater Union High School District
 October 2010
 Please advise if you wish for this invoice to be sent to a different legal entity. Thank you.

Date	Professional Services	Hours/Costs	Rate	Billable
10/1	Discussions with several civic leaders about issues and perceptions, as well as campaign discussion with Larry Breitfelder, candidate for Chula Vista city council. <i>Mileage</i>	1.25	\$ 250	\$ 312.50
		35 miles	\$.55/mile	\$ 19.25
10/5	South County Economic Development Council meeting discussing issues including education, career technical training and funding. <i>Mileage</i>	1.50	\$ 250	\$ 375.00
		39 miles	\$.55/mile	\$ 21.45
10/12	Discussions with Ed Lopez/Sweetwater Education Foundation and Jeff Marston on scripting and issues for foundation dinner. Discussion with Juan Garcia/Chevron about district issues and support for projects.	1.00	\$ 250	\$ 250.00
10/13	Discussion on public perceptions, issues and strategic information gathering with several retired district educators. <i>Mileage</i>	.75	\$ 250	\$ 187.50
		36 miles	\$.55/mile	\$ 19.80
10/16	Research on media issues and stories. Related strategic discussion with district administrator and discussion with several educators and citizens on perception	1.75	\$ 250	\$ 437.50
10/20	Sweetwater Education Foundation annual dinner. Discussions with district leadership and board plus educators and business leaders about district issues. Public presentation to 300 as chair of event. <i>Mileage</i>	3.00	\$ 250	\$ 750.00
		34 miles	\$.55/mile	\$ 18.70
10/25	Discussion with San Diego-Imperial Counties Labor Council, AFL-CIO leadership on perceptions of district labor issues and interest in issues.	.75	\$ 250	\$ 187.50
10/28	Otay Mesa Chamber of Commerce event. Discussion with school board candidates, elected officials and business leaders on district issues and perceptions <i>Mileage</i>	2.00	\$ 250	\$ 500.00
		53 miles	\$.55/mile	\$ 29.15
10/30	Discussions with education leaders and elected officials on regional educational issues and district perceptions related to curriculum and demographics <i>Mileage</i>	1.50	\$ 250	\$ 375.00
		37 miles	\$.55/mile	\$ 20.35

Invoice Totals

Hourly services 13.5 hours @ \$250 per hour = \$ 3,375.00
 Mileage 234 miles @ \$.55 per mile = \$ 128.70
TOTAL: \$ 3,503.70

Please make check of \$ 3,503.70 payable to Scott D. Alevy.
 Thank you.

Signature
 12/15/10

ALEVY COMMUNICATIONS

SCOTT D. ALEVY

5360 Jackson Drive, Suite 112
 La Mesa, CA 91942
 Phone (619) 303-4215

INVOICE

INVOICE : GCR NOV/DEC 2010
 DATE: JANUARY 21, 2011

TO:
 Mr. Bonny Garcia
 Ms. Stacy Williamson
 Garcia, Calderon & Ruiz, LLP.
 625 Broadway
 Suite 1400
 San Diego, CA 92101

FOR:
 Professional Services: Sweetwater Union High School District
 November and December 2010

Date	Professional Services	Hours/costs	Rate	Billable
11/1	Developed, analyzed and distributed election trend information to key team	.50	\$ 250	\$ 125.00
11/2	Election Day: On hand at election central for trending and reports to key team. Discussion with key influencers and ongoing reporting with direct results (computer problems) and analysis of trends and indicators.	3.00	\$ 250	\$ 750.00
	<i>Mileage</i>	39	<i>\$.55/mile</i>	<i>\$ 21.45</i>
11/13	Discussions with two community leaders on perceptions of district direction following elections, and pertaining to teachers and curriculum	.75	\$ 250	\$ 187.50
11/18	Discussion on public perceptions, issues and strategic information gathering with several retired district educators.	.75	\$ 250	\$ 187.50
11/19	Monitored media issue and stories on KUSI; news feature on Grossmont School District and other related strategic district issues including SUHSD. Interview on program Included Jesus Gandara. Follow up discussion with community leaders on perceptions of interview.	1.75	\$ 250	\$ 437.50
11/20	Discussion with Labor Council and Building Trades Council leadership on perceptions of SEA and other teachers' work groups	1.75	\$ 250	\$ 437.50
11/21	Discussion with newly-elected San Diego School Board member Scott Barnett on perceptions of SUHSD, SEA, and comparisons of SD situation vs. SUHSD, including outlook on state budget and district cuts.	.75	\$ 250	\$ 187.50
11/23	Strategic discussion with Bonny Garcia on elections aftermath and public perceptions, labor input and Barnett perceptions.	1.00	\$ 250	\$ 250.00
12/4	Discussions with retired counselor and former union president Mike Pineda, former administrators Fred Ferguson, Jim Hansen and Bob Strahl on perceptions of district and union issues.	2.00	\$ 250	\$ 500.00
	<i>Mileage</i>	35	<i>\$.55/mile</i>	<i>\$ 19.25</i>
12/7	Attended South County Economic Development Council annual breakfast and discussed district perceptions and issues with many community leaders and elected officials.	2.00	\$ 250	\$ 500.00
	<i>Mileage</i>	37	<i>\$.55/mile</i>	<i>\$ 20.35</i>
12/14	In depth discussion with Bonny Garcia and Erika Anderson at GCR office regarding issues and strategic plan to address public perceptions	2.00	\$ 250	\$ 500.00
	<i>Mileage</i>	34	<i>\$.55/mile</i>	<i>\$ 18.70</i>
	<i>Parking</i>			<i>\$8.00</i>

Bary
 2/17/11

ALEVY COMMUNICATIONS*SCOTT D. ALEVY*

5360 Jackson Drive, Suite 112
 La Mesa, CA 91942
 Phone (619) 303-4215

INVOICE

INVOICE : GCR JAN/FEB 2011
 DATE: MARCH 23, 2011

TO:
 Mr. Bonny Garcia
 Ms. Stacy Williamson
 Garcia, Calderon & Ruiz, LLP.
 625 Broadway
 Suite 1400
 San Diego, CA 92101

FOR:
 Professional Services: Sweetwater Union High School District
 January and February 2011

Date	Professional Services	Hours/costs	Rate	Billable
1/4	Discussion on strategic plan and first quarter goals with Bonny Garcia	.50	\$ 250	\$ 125.00
1/6	Discussion with Jesus Gandara on article in Union Tribune and response to media inquiry on Texas issue and implications. Draft response. Wrote and placed two letters to editor.	2.00	\$ 250	\$ 500.00
1/7	Discussions with two teachers and a retired counselor from district on perceptions of district and union issues. Garnering background information for input. Monitored media stories to follow	1.50	\$ 250	\$ 375.00
1/10	Discussion on public perceptions, issues and strategic information gathering with several retired district educators related to union issues and administration	.75	\$ 250	\$ 187.50
1/11	Continued monitoring media for letters. Discussion with Bonny Garcia to report media perceptions and public perceptions. Provided direct input on early retirement letter to teachers for submittal.	1.75	\$ 250	\$ 437.50
1/19	Discussion with legislative representative from office of new State Senator Juan Vargas on issues pertaining to local education and state funding perceptions	.50	\$ 250	\$ 125.00
1/31	Lunch meeting with Ed Lopez, Executive Director of the Sweetwater Education foundation. Discussed compact for Success scholarship levels, responses from contacts for funding on perceptions of the district, and strategic input.	1.50	\$ 250	\$ 375.00
2/3	Meeting of the San Diego County Business Alliance including discussion of funding issues and union negotiation progress at districts throughout the county	1.50	\$ 250	\$ 375.00
	<i>Mileage</i>	40	<i>\$.55/mile</i>	<i>\$ 22.00</i>
2/7	Discussion with labor leaders Johnny Simpson and Tom Lemon of Construction Trades on district projects, employment and perceptions of district's unions.	.75	\$ 250	\$ 187.50
2/16	Lunch meeting with Lisa Cohen, CEO of Chula Vista Chamber of Commerce, to update her on district issues and glean business community outlook and perceptions of the district and construction/labor issues	1.50	\$ 250	\$ 375.00
	<i>Mileage</i>	35	<i>\$.55/mile</i>	<i>\$ 19.25</i>
2/24	Discussion with new San Diego 8 th District City Councilman David Alvarez (district graduate) on key issues, growth, perceptions	.50	\$ 250	\$ 125.00

2/28	Meeting with Bonny Garcia on contract process and outreach, plus outside attacks on district and board from community member with personal agenda; strategic discussion on solutions.	2.00	\$ 250	\$ 500.00
	<i>Mileage</i>	40	<i>\$.55/mile</i>	<i>\$ 22.00</i>

Invoice Totals

Hourly services	14.75 hours @ \$250 per hour =	\$ 3,687.50
Mileage	115 miles @ \$.55 per mile =	\$ 63.25
TOTAL:		\$ 3,750.75

Please make check of \$ 3,750.75 payable to Scott D. Alevy. Thank you.

Edward Lopez

From: Edward Lopez [edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, January 25, 2011 10:55 AM
To: 'Scott Alevy'
Subject: RE: FW: Scope of Work

OK... see you on the 31st.

Thanks!

Ed

From: Scott Alevy [mailto:s.alevy@cox.net]
Sent: Tuesday, January 25, 2011 10:48 AM
To: Edward Lopez
Subject: RE: FW: Scope of Work

Let's go with noon. Gracias

Scott Alevy
Trilogy PR Group
C: 619.417.5308

-----Original message-----

From: Edward Lopez <edlopez@sweetwatereducationfoundation.org>
To: 'Scott Alevy' <s.alevy@cox.net>
Sent: Tue, Jan 25, 2011 16:45:34 GMT+00:00
Subject: RE: FW: Scope of Work

11:30? If not, you let me know and I'll be there.

Thanks!

From: Scott Alevy [mailto:s.alevy@cox.net]
Sent: Monday, January 24, 2011 9:58 PM
To: edlopez@sweetwatereducationfoundation.org
Subject: Re: FW: Scope of Work

Come to the chamber at Magnolia and Douglas, a block south of Main Street. We can walk a block to Por Favor or Downtown Cafe. What time works for you?

Scott Alevy
Trilogy PR Group
C: 619.417.5308

-----Original message-----

From: edlopez@sweetwatereducationfoundation.org
To: Scott Alevy <s.alevy@cox.net>
Sent: Tue, Jan 25, 2011 00:22:17 GMT+00:00
Subject: Re: FW: Scope of Work

Monday would work - where?

Thanks!

Ed

-----Original Message-----

From: Scott Alevy
To: Edward Lopez
Subject: Re: FW: Scope of Work
Sent: Jan 24, 2011 2:26 PM

Gracias Ed.

How does Friday lunch look for you. perhaps Monday is better? Rest of week is slammed

--- Edward Lopez wrote:

> Scott:

>

> Hope all is well! Again, my family's wishes and prayer to you and your
> family . . . I hope I'm not bothering and that you and your family have been
> able to honor your Father and remember him well! I imagine there was a lot
> to celebrate in terms of his life and contributions!

>

> If you're back to work, wondering if we can reschedule our sit-down. I'll
> send out a scheduling notice to all - and see about a Board meeting date -
> but I do want to discuss [REDACTED] proposal with you . . . attached is some
> background info ... I'd like your specific feedback about his scope plus
> I'll lay out how I think we can accommodate this in terms of an earmark.

>

> Just let me know . . . I'll meet you whenever convenient.

>

> Thanks!

>

> Ed

>

>

>-----Original Message-----

> [REDACTED]

> [REDACTED]

> [REDACTED]

> [REDACTED]

> [REDACTED]

> [REDACTED]

> [REDACTED]

> [REDACTED]

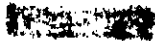
> [REDACTED]

> [REDACTED]

> [REDACTED]

>
> Humberto
>
>
>

Sent from my Verizon Wireless BlackBerry



Edward Lopez

From: Edward Lopez [edlopez@sweetwatereducationfoundation.org]
Sent: Thursday, April 08, 2010 3:04 PM
To: 'Scott Alevy'
Subject: RE: Compact Scholars Graduation Reception

Yes, you had told me that . . . we should have around 30 students participating . . . plus family and guests . . . should be around 125 people total . . . just spoke with Filner's office and he's still scheduled to appear. I'm thinking we'll do up a nice, big canvas banner . . . thank you lettering to Bob along with a photo of the Compact class . . . and then have the students sign it on the bottom.

We'll give this to him as the class his "presented" to him.

Thanks!

Ed

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Thursday, April 08, 2010 2:55 PM
To: Edward Lopez
Subject: RE: Compact Scholars Graduation Reception

Likely I won't be able to attend. I am already committed to an annual event in Los Angeles that whole weekend. Sorry

Scott

SCOTT ALEVY
TRILOGY PR GROUP
5360 JACKSON DRIVE
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LA MESA, CA 91942
DIRECT: (619) 303-4215
MOBILE: (619) 417-5308

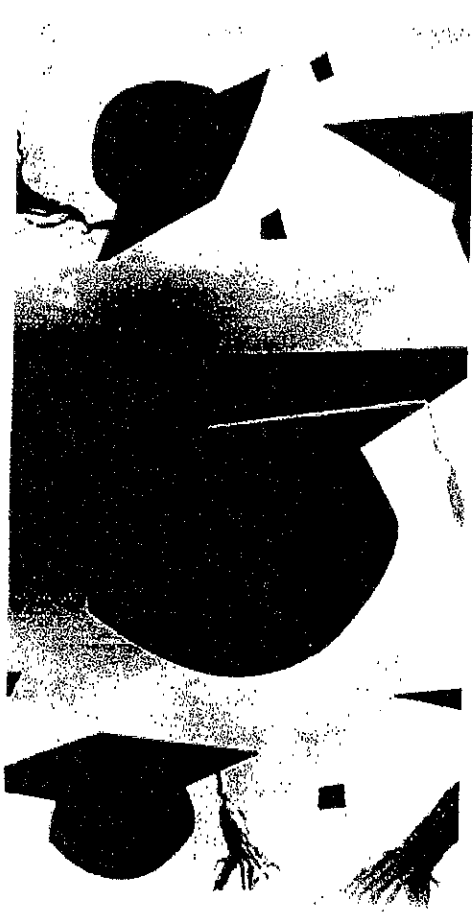
From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Thursday, April 08, 2010 2:26 PM
To: Scott Alevy; cornerman82@yahoo.com; rojas@mail.sdsu.edu; jesus.gandara@suhsd.k12.ca.us; 'Patricia Chavez'; 'lou murillo'; Bill Ostrem; Dan Hom; francisco.mata@milenlace.com
Subject: Compact Scholars Graduation Reception
Importance: High

FYI – several of you have already responded but I thought I would forward to all again.

Please let me know if you plan on attending.

Thanks!

Ed



Compact Scholars Program

Division of Undergraduate Studies | San Diego State University

**You are cordially invited to attend the
Compact Scholars Graduation Reception
honoring the
San Diego State University
Compact Scholars Class of 2010**

Saturday, May 8, 2010

12:00 p.m. – 2:00 p.m.*

**Parma Payne Goodall Alumni Center Ballroom
San Diego State University**

Lunch will be provided

***Seating begins at 11:30 a.m.**

Program begins promptly at 12:00 p.m.

Business attire

**Click here to RSVP by Monday, April 12,
and for parking and driving directions.**

If you have any questions or concerns, please contact Janet Abbott at jabbott@mail.sdsu.edu or (619) 594-3803.



**SAN DIEGO STATE
UNIVERSITY**

Edward Lopez

From: Edward Lopez [edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, April 06, 2010 3:25 PM
To: 'Scott Alevy'
Subject: RE: SEF Gala '10

Maybe?

FYI - here's a A/V equipment list I just sent over to the Hilton . . . this is based on what we used last year with the exception of the 10'x13' screen . . . that is a significant cost right there.

- 3-5 wireless mics and stands;
- A stage, raised 18", . . . probably min. of 8'x15'x24';
- Podium;
- 6 channel mixer;
- 4 Speaker-Sound system;
- Data Projector;
- 10'x'13' screen centered and back of the stage;
- CD changer;
- 2 -50" plasma TVs (to the sides);
- Video/Computer Switcher;
- Video Distribution Amplifier;
- Cabling;
- Black Pipe-and-Drape

Thanks!

Ed

-----Original Message-----

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Tuesday, April 06, 2010 3:17 PM
To: Edward Lopez
Subject: RE: SEF Gala '10

For what it's worth...my son Shea (A Compact For Success scholar at SDSU in his Sophomore year) has been disc jockeying at parties and dances and is contracted for a number of graduation parties already for June. He has his own system....speakers, 1000s of digitally-recorded songs, digital equipment and microphones....he could probably supply background music, music for dancing (if we choose to) and general PA for around \$500 or so. That's a thought....

Scott

Scott Alevy
Trilogy PR Group
5360 Jackson Drive
Suite 112
La Mesa, CA 91942
Direct: (619) 303-4215
Mobile: (619) 417-5308

-----Original Message-----

From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, April 06, 2010 2:57 PM
To: Scott Alevy; 'Patricia Chavez'
Subject: RE: SEF Gala '10

They largely are . . . but they do need music at least and a sound system to project . . . we probably can get the District to "donate" equipment (and I asked the Hilton if we could bring it in and they were OK) - but that means I need to arrange for transportation, set-up, connection/running and break down - will need some IT volunteers for that.

Last year Loews A/V guy came down about \$1500 to help . . . and maybe the Hilton would be cheaper overall . . . but there's a cost for screens/TVs, projectors, sounds, mics, etc.

But if we can bring in the A/V equipment, bring in the wine and get a sponsor for the casino pit, that's the biggest cost outside of the food.

Thanks!

Ed

-----Original Message-----

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Tuesday, April 06, 2010 2:46 PM
To: Edward Lopez; 'Patricia Chavez'
Subject: RE: SEF Gala '10

From my experience with Music machine as a parent for 6 years....the student performing groups are self-contained....they have their own AV equipment. Perhaps the MM equipment can be used for the entire evening for a token amount. That would save us a lot. We should also negotiate better deals with the hotels for their staging in consideration for doing the event at their hotel....a negotiating technique we should try to use. Hard to justify even half the \$5K

Scott Alevy
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Direct: (619) 303-4215
Mobile: (619) 417-5308

-----Original Message-----

From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, April 06, 2010 1:56 PM
To: 'Patricia Chavez'; Scott Alevy
Subject: RE: SEF Gala '10
Importance: High

I don't have specific A/V quotes because I haven't itemized our equipment needs . . . based on the program . . . the \$5K I put in the budget is based on the last 2 years at Loews.

Now that I'm back up and running, I have the Hilton's A/V contact info . . . I can find out what they can do for us.

I'm thinking - roughly - a program featuring a brief welcome, then dinner, then short program (as dessert is served) - 2 student performance groups - then 2 Compact Graduates with brief remarks, they also help us recognize/award significant sponsors and then casino gaming the rest of the night . . . based on that, we might need a stage and multiple microphones . . . need a sound system and multi-channel controller . . . probably a 10'x 13' screen with projector . . . might be able to use a couple of 50" LCD on the sides/back . . . and need a A/V person to run everything.

Ed

-----Original Message-----

From: Patricia Chavez [mailto:pechavez@cox.net]
Sent: Tuesday, April 06, 2010 12:16 PM
To: Edward Lopez; Scott Alevy
Subject: Re: SEF Gala '10
Importance: High

AV costs are always high - but you can usually negotiate down. Did I miss the price below? Sorry. Can't open the attachment.

On 4/6/10 10:48 AM, "Edward Lopez"
<edlopez@sweetwatereducationfoundation.org> wrote:

> FYI - been having email problems . . . please reply if you receive this.
>
>
>
> Thanks!
>
>
>
> Ed
>
>
>
>
>
> From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
> Sent: Friday, April 02, 2010 1:06 PM
> To: 'Scott Alevy'; 'Patricia Chavez'
> Subject: SEF Gala '10
> Importance: High
>
>
>
> Scott & Patty:
>
>
>
> I have quotes in from the Sheraton and Hilton . . . and, based on
> years past, I have info for Loews. I've attached a spreadsheet
> showing numbers
>
> that I'm using to track and compare . . . let me know if you want me
> to

walk

> you through it. Please let me know your thoughts.

>

>

>

> *** Right now, basically, the hotels are pricing at: (1) Sheraton at

> \$37/plate; (2) Hilton at \$52/plate and (3) Loews at roughly \$59/plate.

All

> 3 estimates are based on a sit-down dinner (unlike last year)

> consisting

of

> a salad, main course (chicken) and dessert . . . coffee and iced tea

> included but no wine (see below for particulars). All charge a 22%

gratuity

> + 8.75% sales tax on both food/drink and gratuity.

>

>

>

> *** Based on a 275 count, we project for food costs: (1) Sheraton

at

> \$28K; (2) Hilton at \$34K and (3) Loews at \$36K.

>

>

>

> *** I'm working on receiving an in-kind donation of wine (80 bottles)

> or buy it for \$6 per bottle . . . (if you have contacts with Costco,

> Henry's, Trader Joes or Bev-Mo, please let me know) . . . Loews would

waive

> the corkage fee while Hilton would charge \$5/bottle . . . not clear

> yet about Sheraton.

>

>

>

> *** A/V and backdrop costs might be different at either Sheraton or

> Hilton compared to how Loews has supported us in years past . . .

> other costs should be the same regardless of venue . . . I've tried to

> cut down costs by eliminating hard copy costs associated with Save the

> Date and Invite (all electronic now) . . . would only use 2-3 student

> groups versus the 6 like last year.

>

>

>

> Right now, I'm thinking we have a sit-down dinner with reserved tables . .

.

> short program to welcome all and recognize VIPs . . . dinner served . . .

> brief program resumes with service of dessert - 2 or 3 Compact

> Graduates tell their story and help us recognize/award 2 or 3 sponsors

> . . . dinner ends and casino gaming opens to end of night.

>

>

>

> Specifically the menus are:

>

>

>

>

- > Sheraton - Fresh California Herb & Lettuce Salad (Carlsbad Grown
- > Strawberries, Crumbled Feta, Spiced Pecans, Sherry Vinaigrette); Herb
Panned
- > Chicken Breast Paillard, Whipped Potatoes, Asparagus and Baby Carrots,
- > Morel-Cognac Sauce; Bakers Basket of Assorted Breads and Sweet Dairy
Butter;
- > White & Dark Chocolate Mousse Martini (Mint Chocolate Brownie Cubes,
Whipped
- > Cream, Caramel Sauce, Candied Nut Praline)
- >
- >
- >
- > Hilton - Salad Course; Roasted Lemon and Garlic Basted Chicken, Mashed

Edward Lopez

From: Edward Lopez [edlopez@sweetwatereducationfoundation.org]
Sent: Monday, June 21, 2010 1:28 PM
To: 'Scott Alevy'
Subject: RE: Sweetwater education board

I know where La Torta is so I'll see you there.

Thanks!

Ed

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Monday, June 21, 2010 11:25 AM
To: Edward Lopez
Subject: RE: Sweetwater education board

There are a couple of Mexican restaurants on/near La Mesa Blvd. Por Favor is at 8302 La Mesa Blvd and La Torta is at 8356 Allison. Let me know your preference and I will see you there at 11:45 tomorrow.

Scott

SCOTT ALEVY
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LA MESA, CA 91942
DIRECT: (619) 303-4215
MOBILE: (619) 417-5308
WEB SITE: WWW.TRILOGYPRGROUP.COM

From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Monday, June 21, 2010 10:20 AM
To: Scott Alevy
Subject: RE: Sweetwater education board

Sure – no problem – just tell me where? (Is there still a La Torta in Old La Mesa?)

Thanks!

Ed

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Monday, June 21, 2010 10:06 AM
To: Edward Lopez
Subject: RE: Sweetwater education board

Not really coming there this week. Focusing a lot on the SDSU work we are starting. Would be better if you can north this time if that's ok

SCOTT ALEVY

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From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Monday, June 21, 2010 10:00 AM
To: Scott Alevy
Subject: RE: Sweetwater education board

Are you already scheduled to be in CV on a particular day? If so, I can meet you then . . . just about any time.

If not, somewhere in Grossmont Center works best.

Let me know.

Thanks!

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Monday, June 21, 2010 9:52 AM
To: Edward Lopez
Subject: RE: Sweetwater education board

Really doesn't matter to me. I hadn't planned on coming down to CV for a few days. If you are coming this way, we could go to BJ's in Grossmont Center right off the 125. Couple places in "downtown" La Mesa...or Mission Valley. You decide

SCOTT ALEVY

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From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Monday, June 21, 2010 9:49 AM
To: Scott Alevy
Subject: RE: Sweetwater education board

We can meet somewhere in between if you rather . . . I'm on the east side and can take the 125 somewhere – any suggestions?

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Friday, June 18, 2010 4:15 PM
To: Edward Lopez
Subject: RE: Sweetwater education board

Tuesday at 11:45. I guess I can come down that way....where do you have in mind?
Somewhere near your office?

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WEB SITE: WWW.TRILOGYPRGROUP.COM

From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Friday, June 18, 2010 3:40 PM
To: Scott Alevy
Subject: RE: Sweetwater education board

Tuesday works better. Somewhere in Chula Vista?

Pretty good to have Xema (and Francisco) join you . . . adds lots of punch!

Thanks!

Ed

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Friday, June 18, 2010 3:16 PM
To: Edward Lopez
Subject: RE: Sweetwater education board

Welcome back Ed. Hope you had a good break.

Monday or Tuesday can work for lunch for me. Let me know if that fits into your schedule.

Confidentially....please keep to yourself....both Francisco Mata and Xema Jacobson are poised to become a part of Trilogy PR Group. I am excited about having them both on board. We can discuss when we get together.

USC sanctions aren't done....some of it might get reduced with the appeal. Pac-10/12 is cooperating with USC on it and the chair of the NCAA infractions committee is from U of Washington...who has greatly benefitted from USC's bowl participation. The kids who are going to suffer were in middle school when Reggie got his palm greased, and it really isn't fair for them to pay the price. Expect some reduction in the scholarship hit and perhaps the bowl ban. TV game are still solid thanks to ABC. The school should have to pay the restitution. Oh yeah.....I feel really sorry for anyone on USC's schedule next year. We will open in Hawaii and likely beat them by 70 points.

Scott

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From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Friday, June 18, 2010 2:53 PM
To: Scott Alevy
Subject: RE: Sweetwater education board

Yes . . . I need to complete a number of changes.

I met with Lillian from the District just before heading out on vacation . . . she will allow me to acquire a license from the District for the MOSS web page platform that the entire District is using . . . it looks nice and, even better, is easier to use and edit for a lay person like myself . . . now that I'm back, she will have a couple of District staffers work with me to get me up and running with the basic changes.

I hope to do it before July 4th but it'll probably depend on whether one of the guys is around and meet with me that quick. If not, I certainly want to change/upgrade the SEF website right after July 4th.

Now that I'm back, do you have time for lunch? Want to go over to the Gala and the game plan to bring some sponsors aboard . . . also I want to review the fundraising strategy I'll describe in our letter back to Steve Weber.

Next week is just about wide open.

Thanks!

Ed

P.S. Tough penalties against USC . . . Carroll knew what was coming and took the 3:15 out of town . . . with Oregon going thru issues, the Pac-10 could be wide open!

From: Scott Alevy [mailto:scott@sdalevy.com]
Sent: Friday, June 18, 2010 2:41 PM

To: Edward Lopez
Subject: FW: Sweetwater education board

Ed....can you please edit the web site to show your chairman's current professional affiliation....Trilogy PR Group.
Thanks. Please let me know when it is done.
Scott

SCOTT ALEVY
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WEB SITE: WWW.TRILOGYPRGROUP.COM

From: John Freeman [mailto:jbtfreeman@hotmail.com]
Sent: Friday, June 18, 2010 2:37 PM
To: Scott Alevy
Subject: Sweetwater education board

scotty: fyl....you're still listed here as being with Hutchens PR...
http://sweetwatereducationfoundation.org/board_members.html

The New Busy is not the too busy. Combine all your e-mail accounts with Hotmail. [Get busy.](#)

Edward Lopez

From: Edward Lopez [edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, October 12, 2010 12:04 PM
To: 'Jeff Marston'; 'Scott Alevy'
Subject: RE: SEF Gala - Presentation to Weber

Importance: High

Great!

I'll work up some comments . . . but if either one of you want to say anything in particular, just let me know. I'm thinking we have 1-2 minutes to introduce him and that leaves about 3-5 minutes for his remarks.

I've also got to go thru some photos – and I can share – which will be shown while we present him with the “award.”

Thanks!

Ed

From: Jeff Marston [mailto:jmarston@marstonandmarston.com]
Sent: Tuesday, October 12, 2010 11:51 AM
To: 'Edward Lopez'; 'Scott Alevy'
Subject: RE: SEF Gala - Presentation to Weber

Absolutely, Ed. Thanks!

From: Edward Lopez [mailto:edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, October 12, 2010 9:42 AM
To: 'Scott Alevy'; 'Jeff Marston'
Subject: SEF Gala - Presentation to Weber
Importance: High

Scott & Jeff:

At the dinner (Wednesday, 10/20 at the Hilton Bayfront), we'll make a presentation to President Weber of our “Compact Founder's Award . . . it's a nicely framed piece of photos of Compact classes and the first graduation photo.

Can I ask that you two present the “award” to Dr. Weber?

It'll come after dinner is served – hopefully around the 8:30 to 8:40 period . . . it'll be the really the centerpiece of the program. We have an emcee for the night and she'll call you both up to the stage/podium. I'm revising a draft of the program script and can work up language for you both. You then go thru – and I'll time it to power point pictures of Weber on the screen behind you – and then you ask him to come up and accept.

Yes?

Please confirm and I'll work this up.

Thanks!

Ed

Edward Lopez
President

Sweetwater Education Foundation

827 Anchorage Place, Suite 104

Chula Vista, CA 91914

(619) 397-2868

edlopez@sweetwatereducationfoundation.org

<http://www.sweetwatereducationfoundation.org>

Edward Lopez

From: Scott Alevy [scott@trilogyprgroup.com]
Sent: Tuesday, October 12, 2010 11:09 AM
To: Edward Lopez
Subject: prospective labor guests

Ed,

Here are some key names to consider...potential guests:

1. Tom Lemmon, head of the San Diego County Construction Trades Council. SDCCTC owns and operates the National City Park Apartment affordable housing complex, with an agreement with SUHSD. Has a computer lab with the district on site.
2. Johnny Simpson, head of the Electricians Union
3. Kirk Crosswhite, head of the plumbers and pipefitters union

Let me know

Scott

Scott Alevy
Trilogy PR Group
5360 Jackson Drive
Suite 112
La Mesa, CA 91942
Direct: (619) 303-4215
Mobile: (619) 417-5308
Web Site: www.trilogyprgroup.com

Edward Lopez

From: Edward Lopez [edlopez@sweetwatereducationfoundation.org]
Sent: Tuesday, October 12, 2010 9:51 AM
To: 'Scott Alevy'
Subject: RE: SEF Gala - Presentation to Weber

Thanks!

Will your wife be attending?

From: Scott Alevy [mailto:scott@trilogyprgroup.com]
Sent: Tuesday, October 12, 2010 9:49 AM
To: Edward Lopez; Jeff Marston
Subject: RE: SEF Gala - Presentation to Weber

Glad to play a role
Scott

Scott Alevy
Trilogy PR Group
5360 Jackson Drive
Suite 112
La Mesa, CA 91942
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