

Organization	Organization Type	Client	Lobbying Issues	LAUSD Offices/Officials Lobbied	Lobbying Representative/s
Actum I, LLC	Paid Lobbying Organization	Planned Parenthood of Los Angeles	Behavioral health services/education	SHHS, Board of Education	John Ek
Apple Inc.	Small Expenditure	N/A	AppleCare Services Review & Apple Device Configuration Services Best Practices	Jose Gonzales, Special Projects	Christine Cooke, Ken Johnson, Jaime Perez, Sari Silverberg and Marco Torres
Arnie Berghoff & Associates	Paid Lobbying Organization	Zum Services, Inc.	Introduce alternative programs within LAUSD for student transportation.	Office of the Superintendent and Facilities Services Dividsion	Arnie S. Berghoff
California Charter Schools Association (CCSA)	Large Expenditure	N/A	Special Education. New and renewing charter school petitions. Attending and monitoring LAUSD Board meetings and board member activity. Facilities, Prop 39 and Measure Q. LAUSD Budget.	Office of Dixon Deutsch, Office of Diane Pappas-MiSIS, Office of the Chief Academic Officer, Charter School Division, Division of Special Education, Office of the Superintendent & Board Offices (BD 2, BD 4, BD 5, BD 6, & BD 7	Cassandra (Cassy) Horton, Keith Dell'Aquila, Frank Navarro, Javier Orduno, Chris Copolillo, Carmen Loera, Jesus Javier Orduno, and Justine Gonzalez
Chief Strategies	Paid Lobbying Organization	Verizon Communications, Inc. and affiliates (Client Terminated as of	Board of Education, Business Services Division, Education Services Division, ITD, CFO,	Procurement, Information Technology Division	Areen Ibranossian
Courtney Torres Consulting, Inc.	Paid Lobbying Organization	Hey Tutor, Inc.	Tutoring services for students	Board of Education	Courtney Torres
Courtney Torres Consulting, Inc.	Paid Lobbying Organization	rZero, Inc.	Disinfection technology	Board of Education; Procurement	Courtney Torres
Curriculum Associates, LLC	Small Expenditure	N/A	Promote and implement usage of Curriculum Associates products in LAUSD schools.	Local Districts: Northwest, Northeast, South, & East	Andres Gorbea, Heleyna Graham & John Sipe
Englander Knabe & Allen	Paid Lobbying Organization	Anthem, Inc.	Introduce products and services to LAUSD Stakeholders.	Met with Transportation & Procurement Services Teams. Provided demos to IT Services teams and strategy to Facilities.	Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	Enterprise Rent-A-Car of Los Angeles, LLC	Introduce products and services to LAUSD Stakeholders.	Met with Transportation & Procurement Services Teams. Provided demos to IT Services teams and strategy to Facilities.	Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	SAP America, Inc.	Introduce products and services to LAUSD Stakeholders.	Met with Transportation & Procurement Services Teams. Provided demos to IT Services teams and strategy to Facilities.	Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	Sutherland Healthcare Solutions	Introduce products and services to LAUSD Stakeholders.	Met with Transportation & Procurement Services Teams. Provided demos to IT Services teams and strategy to Facilities.	Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	Universal Technical Institute, Inc.	Introduce products and services to LAUSD Stakeholders.	Met with Transportation & Procurement Services Teams. Provided demos to IT Services teams and strategy to Facilities.	Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	Splunk, Inc.	Introduce products and services to LAUSD Stakeholders.		Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	KPMG	Introduce products and services to LAUSD Stakeholders.	To assist client with promoting their "products" within LAUSD	Marcus Allen & Kellie Hawkins
Englander Knabe & Allen	Paid Lobbying Organization	Crowdstrike, Inc.	Introduce products and services to LAUSD Stakeholders.	To assist client with promoting their "products" within LAUSD	Marcus Allen & Kellie Hawkins
FACTS Education Solutions, LLC	Large Expenditure	N/A	<b>NO LOBBYING ACTIVITIES</b>	<b>NO LOBBYING ACTIVITIES</b>	Patrick Haggarty, Amy Kawaguchi & Elizabeth Shelton
Houghton Mifflin Harcourt Publishing Co.	Small Expenditure	N/A	ELA/ELD Programs Including: Independent Libraries Program, Read 180U & iRead. History Social Science Programs Including: Adoption & Implementation. Science Programs. Math Programs Including: Go Math Professional Development & Math 180 Intervention Program. Procurement/Site Sales. Multilingual Multicultural ED Including: Master Plan/Science Leveled Readers. Early Learning Including: Pre-K Programs.	Coordinators, Teachers, Principals, Local PPC Administrators, PPC Principals, Science Chairs, Specialists, Technology Teams, Local District Staff, and Central Staff	Kyra Donovan, Kristin Hughes, Nikki LaLonde, Cecilia Mahre, Scott Nemergut, Teresa Rivera, Suzanne Robins, Scott Traub and Cym van Rossum
IBM (International Business Machines), Inc.	Small Expenditure	N/A	Introduce products and services to LAUSD Stakeholders.		No Lobbying Rep
Leon and Walsh Public Affairs	Paid Lobbying Organization	Microsoft Corp.	To promote and implement Microsoft products within LAUSD Procurement efforts.	Facilities Services Divisions, ITD, Local Districts, CFO, COO, & Superintendent	Gloria Leon & Sarah Walsh
Leavenworth Endeavors, Inc.	Paid Lobbying Organization	Cisco Systems, Inc.	Lobbying LAUSD officials regarding contract procurement on behalf of organization's clients	Procurement	No Lobbying Rep
McGraw Hill LLC	Small Expenditure	N/A	Provide LAUSD with product information, pricing and sales assistance.	Local Districts: North, East, South, West Roadshows	Astrid Longo & Gerren Bennett
Mercury Public Affairs	Paid Lobbying Organization	Delos Living LLC	Introduce air purification/ventilation products to LAUSD	Office eof the Superintendent, Office of the Chief Facilities Executive, Office of the Chief Financial Officer	John Ek

2021 LAUSD Registered Lobbying Organizations and Representatives

Mercury Public Affairs	Paid Lobbying Organization	UnitedHealth Group	Introduce health care products to LAUSD	Office of the Superintendent, Office of the Chief Facilities Executive, Office of the Chief Financial Officer	John Ek
Mercury Public Affairs	Paid Lobbying Organization	Planned Parenthood	Behavioral health services/education	Student Health and Human Services	John Ek
Microsoft Corporation	Small Expenditure	N/A	Current projects meetings, including: Windows 10, Microsoft Office 365, Software Licensing, Azure, Flagship Schools Program, MiSIS and Imagine Academy.	Chief Executive Officer Information Technology Division Linked Learning Office	Diana Becnel
Pearson Education, Inc. and NCS Pearson Inc.	Small Expenditure	N/A	High School Textbook Adoptions	Integrated Library & Textbook Services Procurement Services Division Instructional Technology & Instruction	No Lobbying Rep
Savvas Learning Company LLC (formerly known as Pearson K12 Learning LLC)	Small Expenditure	N/A	Professional Development, Coursework, Instructional Resources	Board of Education, Education Services, Local Districts, School Sites, & Superintendent	Michael Hoy
Strategic Government Affairs	Paid Lobbying Organization	Hewlett-Packard Enterprise	Better Understanding of LAUSD Technology Needs	Monitored Board Meetings with Board Members and their Staff	Ronald M. Stone & Patricia Aleman
Strategic Government Affairs	Paid Lobbying Organization	HP, Inc.	Better Understanding of LAUSD Technology Needs	Monitored Board Meetings	Ronald M. Stone & Patricia Aleman
Strategies 360	Paid Lobbying Organization	CVS Health/Aetna (Client Terminated as of 09/30/21)	Build client-LAUSD relationships, community partnerships, explore business development opportunities and advance issues of clients	Board Members and their Staff	<del>Areen Ibranossian</del> , Talar Alexanian, Gina Gribow & Brian Stedge-Stroud
Strategies 360	Paid Lobbying Organization	Verizon Communications, Inc. and affiliates (Client Terminated as of 09/30/21)	Build client-LAUSD relationships, community partnerships, explore business development opportunities and advance issues of clients	Board Members and their Staff	<del>Areen Ibranossian</del> , Talar Alexanian, Gina Gribow & Brian Stedge-Stroud
Strategies 360	Paid Lobbying Organization	Bus Patrol	To promote and implement use of client's safety technology at LAUSD	Not mentioned	Talar Alexanian, Gina Gribow & Brian Stedge-Stroud
Thinking Maps, Inc.	Small Expenditure	N/A	Provide teachers and leaders with professional development.	Outreach includes all schools and ESC's district wide.	Laura Pitari
Verizon Communications, Inc. and affiliates	Small Expenditure	N/A	Verizon-LAUSD wireless program, Verizon Innovative Learning Schools, and LAUSD's Radio Frequency Policy	Board of Education and staff	No Lobbying Rep (See Chief Strategies, Paid Lobbying Organization, above)