

Organization	Organization Type	Client	Lobbying Issues	LAUSD Offices/Officials Lobbied	Lobbying Representative/s
Actum I, LLC	Paid Lobbying Organization	Planned Parenthood Advocacy Project	Behavioral health services/education	SHHS	John Ek, (08/30) Tina Vartanian
Actum I, LLC*	Paid Lobbying Organization	Bus Patrol	Pilot program for LAUSD buses		John Ek, (08/30) Tina Vartanian
Actum I, LLC*	Paid Lobbying Organization	Subject Technologies, Inc.	Edtech platform pilot program		John Ek, (08/30) Tina Vartanian
Actum I, LLC	Paid Lobbying Organization	Highland Electric Fleets, Inc.	Electric buses		John Ek, (08/30) Tina Vartanian
Apple Inc.	Small Expenditure	N/A	AppleCare Services Review & Apple Device Configuration Services Best Practices	Jose Gonzales, Special Projects	Christine Borelli, Alan Cohen, Ken Johnson, Marco Torres
Ballard Partners, Inc.	Paid Lobbying Organization	Indelible Management Solutions	Explore opportunities regarding audits and staffing	Information Technology Services, CFO's Office, and Adult Education Division	Jason Ziver, Joe Buscaino, Raquel Vaca
Ballard Partners, Inc.	Paid Lobbying Organization	First Student, Inc.	Engage LAUSD in providing quality student transportation	Office of the Deputy Superintendent	Jason Ziver, Joe Buscaino, Raquel Vaca
Ballard Partners, Inc.	Paid Lobbying Organization	NTT Data Americas, Inc.	Provide device support services for LAUSD; manage LAUSD's data support center	Office of the Superintendent	Jason Ziver, Joe Buscaino, Raquel Vaca
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	Keith Dell'Aquila; David Ritcherson, Frank Navarro, Carmen Loera, Justine Gonzalez and Jeff Macedo
California Strategies & Advocacy, LLC**	Paid Lobbying Organization	Waterford Research Institute, LLC	Introduce LAUSD to client's "at home," online early education program. Introduce Upstart program to LAUSD.	Early Childhood Education Division	Steven Cahn
CDW Government, LLC	Small Expenditure	N/A	Technology products and services	Officials and employees whose work concerns the use of technology products and services	Gary Patten
Chief Strategies***	Paid Lobbying Organization	Verizon Communications, Inc. and its affiliates	Connection and policy issues	Business Services Division, Office of the Superintendent	Brian Stedge-Stroud
Courtney Torres Consulting, Inc.	Paid Lobbying Organization	Hey Tutor, Inc.	Tutoring services for students	Board of Education; Procurement	Courtney Torres
Curriculum Associates, LLC	Large Expenditure	N/A	Promote and implement usage of Curriculum Associates products in LAUSD schools.	Local Districts: Northwest, Northeast, South, & East	Andres Gorbea, Juli Toles
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, Gina Gribow
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, Gina Gribow
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, Gina Gribow
Englander Knabe & Allen	Paid Lobbying Organization	Splunk, Inc.	Introduce products and services to LAUSD Stakeholders.		Marcus Allen, Kellie Hawkins, Gina Gribow
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, Gina Gribow
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, Gina Gribow
Englander Knabe & Allen	Paid Lobbying Organization	Nike, Inc.	Introduce products and services to LAUSD Stakeholders.	To assist client with promoting their "products" within LAUSD	Marcus Allen, Kellie Hawkins, Gina Gribow
Englander Knabe & Allen	Paid Lobbying Organization	Qualtrics	Introduce products and services to LAUSD Stakeholders.		Marcus Allen, Kellie Hawkins, Gina Gribow
Gazitua Letelier PA	Paid Lobbying Organization	Allied Universal, Inc.	Firearms Detection Canine Program		Luis Gazitua
Gazitua Letelier PA	Paid Lobbying Organization	MSA Security	Firearms Detection Canine Program		Luis Gazitua
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	Coordinators, Teachers, Principals, Local PPC Administrators, PPC Principals, Science Chairs, Specialists, Technology Teams, Local District Staff, and Central Staff	Knicole Brown, Kathy Busby, Amber Davis, Nicole Jackson, Michelle Johnson, Nikki LaLonde, Cecilia Mahre, Misty McClain, Tabitha Reeve, Mandy Rod, Richard Schroeder, Scott Traub
IBM (International Business Machines) Corporation	Small Expenditure	N/A	Introduce products and services to LAUSD Stakeholders.		No Lobbying Representative
Kirra Consulting, LLC****	Paid Lobbying Organization	First Student, Inc.	Transportation operations	LAUSD Board members and officials	Joshua Perrtula
Leon and Walsh Public Affairs	Paid Lobbying Organization	Microsoft Corp. (also separately registered)	To promote and implement Microsoft products within LAUSD Procurement efforts.	Facilities Services Divisions, ITD, Local Districts, CFO, COO, & Superintendent	Gloria Leon & Sarah Walsh

2023 LAUSD Registered Lobbying Organizations and Representatives

Leon and Walsh Public Affairs	Paid Lobbying Organization	Educational Networks	To assist with procurement process for school websites		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 Representative
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 & Javier Trujillo
Microsoft Corporation	Small Expenditure	N/A	Current projects meetings, including: Windows 10, Microsoft Office 365, Software Licensing, Azure, Flagship Schools Program, MiSIS and Imagine	Chief Executive Officer Information Technology Division Linked Learning Office	No Lobbying Rep
Pearson Education, Inc. and NCS Pearson, Inc.	Small Expenditure	N/A	High School Textbook Adoptions	Integrated Library & Textbook Services, Procurement Services Division Instructional Technology Initiative	No Lobbying Representative
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	Met 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
Strategic Government Affairs	Paid Lobbying Organization	Okta	Better Understanding of LAUSD Technology Needs	Monitored Board Meetings	Ronald M. Stone & Patricia Aleman
Strategic Government Affairs	Paid Lobbying Organization	VMWare	Better Understanding of LAUSD Technology Needs	Monitored Board Meetings	Ronald M. Stone & Patricia Aleman
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
T-Mobile, Inc.	Large Expenditure	N/A	Telecommunication services	Deputy Superintendent of Business, OGC, Superintendent's Office, Local Districts, Personnel	Pauletta Denning, Charles Granat, Stacey Gravett, Sergio Guerra, Matthew Webster
Veritas Public Affairs, Inc.	Paid Lobbying Organization	Allied Universal, Inc.	Elevate brand recognition and capabilities through education and demonstrations	Los Angeles School Police	Tracey Chavira
United Health Care Services, Inc.*****	Small Expenditure	N/A	Introduce health care products to LAUSD	SHHS	Myla Rahman
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 Representative (See Chief Strategies, Paid Lobbying Organization, above)
Terminated:					
*09/30/23					
**11/21/23					
***01/24/23					
****04/19/23					
*****04/28/23					
*****01/19/23					