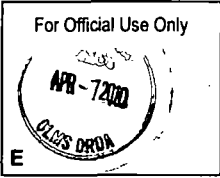


# FORM LM-21 RECEIPTS AND DISBURSEMENTS REPORT

This report is mandatory under P.L. 86-257, as amended. Failure to comply may result in criminal prosecution, fines, or civil penalties as provided by 29 U.S.C. 439 or 440.  
Required of persons, including Labor Relations Consultants and Other Individuals and Organizations, Under section 203(b) of the Labor-Management Relations and Disclosure Act of 1959, as amended. (LMRDA)



**READ THE INSTRUCTIONS CAREFULLY BEFORE PREPARING THIS REPORT**

427339

1. File Number C- <b>00483</b>	2. Period Covered By This Report From:	Month/Day/Year (mm/dd/yyyy)	Through:	Month/Day/Year (mm/dd/yyyy)
		<b>01/01/2009</b>		<b>12/31/2009</b>

**A. Person Filing**

<p>3. Name and mailing address (include ZIP Code):</p> <p>Name <input type="text" value="Lure"/> <input type="checkbox"/> <input type="text" value="Cruz"/></p> <p>Title <input type="text" value="CEO"/></p> <p>Organization <input type="text" value="Cruz &amp; Associates, Inc."/></p> <p>P.O. Box, Building and Room Number, if any <input type="text"/></p> <p>Street <input type="text" value="10201 Trademark Street, #C"/></p> <p>City <input type="text" value="Rancho Cucamonga"/></p> <p>State <input type="text" value="CA"/> ZIP Code + 4 <input type="text" value="91730"/></p>	<p>4. Any other address where records necessary to verify this report are kept:</p> <p>Name <input type="text"/></p> <p>Title <input type="text"/></p> <p>Organization <input type="text"/></p> <p>P.O. Box, Building and Room Number, if any <input type="text"/></p> <p>Street <input type="text"/></p> <p>City <input type="text"/></p> <p>State <input type="text"/> ZIP Code + 4 <input type="text"/></p>
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### Signatures

Each of the undersigned declares, under penalty of perjury and other applicable penalties of law, that all of the information submitted in this report (including the information contained in any accompanying documents) has been examined by the signatory and is, to the best of the undersigned's knowledge and belief, true, correct, and complete. (See the Section on penalties in the instructions).

<p>17. Signed <input type="text" value="Lure"/> President (if other title, see instructions)</p> <p>Title <input type="text" value="President"/></p> <p>On <input type="text" value="3/30/2010"/> <input type="text" value="409 980 8736"/> Date Telephone Number</p>	<p>18. Signed _____ Treasurer (if other title, see instructions)</p> <p>Title <input type="text" value="Treasurer"/></p> <p>On <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> Date Telephone Number</p>
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Name of Person Filing: Lupe Cruz File Number C-00483

**B. Statement of Receipts** Report all receipts from employers in connection with labor relations advice or services regardless of the purposes of the advice or services.

5.a. Name and Address of Employer (including trade name, if any). Mailing Address:  
 Employer See Attached P.O. Box, Building and Room Number, if any \_\_\_\_\_  
 Trade Name \_\_\_\_\_ Street \_\_\_\_\_  
 Attention To \_\_\_\_\_ City \_\_\_\_\_  
 Title \_\_\_\_\_ State \_\_\_\_\_ ZIP Code + 4 \_\_\_\_\_

5.b. Termination Date \_\_\_\_\_ 5.c. Amount \_\_\_\_\_

6. TOTAL RECEIPTS FROM ALL EMPLOYERS \$ 1,223,327.00

**C. Statement of Disbursements** Report all disbursements made by the reporting organization in connection with labor relations advice or services rendered to the employers listed in Part B.

7. Disbursements to Officers and Employees:					
(a) Name	(b) Salary	(c) Expenses	(d) Totals		
				9. Office and Administrative Expenses	<u>43,749.00</u>
				10. Publicity	<u>13,879.00</u>
				11. Fees for Professional Services	<u>22,126.00</u>
				12. Loans Made	
				13. Other Disbursements	
8. Total disbursements to officers and employees: <u>874,247.00</u>				14. Total Disbursements (Sum of Items 8-13)	<u>954,001.00</u>

**D. Schedule of Disbursements for Reportable Activity** Use this Schedule to report only disbursements made for the purposes described in Part D of the instructions.

15.a. Employer Name: See Attached 15.b. Trade Name, if any: \_\_\_\_\_  
 15.c. To Whom Paid: Name \_\_\_\_\_ Title \_\_\_\_\_ Organization \_\_\_\_\_  
 P.O. Box, Building and Room Number, if any \_\_\_\_\_  
 Street \_\_\_\_\_ City \_\_\_\_\_ State Washington ZIP Code + 4 \_\_\_\_\_  
 15.d. Amount \_\_\_\_\_  
 15.e. Purpose: See Attached

16. TOTAL DISBURSEMENTS FOR ALL REPORTABLE ACTIVITY \$ 137,336.00

Cruz Associates, Inc.  
 LM-21 (1/1/09- 12/31/09)  
 Item B.5 Statement of Receipts  
 File Number C-483

<u>CLIENT</u>	<u>TERMINATION DATE</u>	<u>AMOUNT</u>
Adventist Health 2100 Douglas Boulevard Roseville, CA 95661 Attention:Roger Ashley, Director HR	ON-GOING	\$ 4,271.00
Adventist Health - Feather River Hospital 5974 Pentz Road Paradise, CA 95969 Attention:Donn Williams, Director HR	ON-GOING	\$ 4,269.00
Adventist Health White Memorial Medical Center 1720 Cesar E. Chavez Avenue Los Angeles, CA 90033 Att:Natasha Milatovich, Dir. Human Resources	ON-GOING	\$ 1,963.00
Awin Management, Inc. Allied Waste Industries, Inc. - Newby Island, CA 15880 North Greenway-Hayden Loop Suite 100 Scottsdale, Arizona 85260 Attn:Dean Burrell, Senior Dir. Labor Relations	ON-GOING	\$ 50,026.00
Bluestar Resort & Golf/Trilogy Golf Club 8800 N. Gainey Center Drive, Suite 355 Scottsdale, AZ 85258 Attn:Scott Werline, Superintendent	ON-GOING	\$ 26,732.00
Boston Scientific Corporation Legal Department - Employment Law One Boston Scientific Place, Mail Stop C-15 Natick, MA 01760 Attn:Anne Morrill, V.P. & Chief Emplymnt. Counsel	ON-GOING	\$ 1,939.00
Veritas Health Services Inc Chino Valley Medical Center 5451 Walnut Avenue Chino, CA 91710 Attn:Dr. Lally, President	ON-GOING	\$ 6,033.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

Coca Cola/AMCAN 1201 Commerce Boulevard American Canyon, CA 94503 Attn: Jenna Barresi, Labor & ER Manager	ON-GOING	\$	-
Colony Landscape & Maintenance, Inc. 4911 Spreckles Avenue Alviso, CA 95002 Attn: Ed Ott, Executive President	ON-GOING	\$	-
Cost Plus World Market 4114 S. Airport Way Stockton, CA 95206 Attn: Bill Kennedy, General Manager	ON-GOING	\$	15,794.00
DLS Landscape Inc. 1652 Plum Lane Suite 104 A Redlands, CA 92374 Attn: Daniel Sanchez, President	ON-GOING	\$	1,750.00
Donsuemor, Inc. 2080 North Loope Road Alameda, CA 94502 Attn: Lisa M. Johnson, Director of H.R.	ON-GOING	\$	500.00
Doubletree Hotel Philadelphia 237 S. Broad Street Philadelphia, Pennsylvania 19107 Attn: Bill Fitzgerald, General Manager	ON-GOING	\$	-
Eisenhower Medical Center 39000 Bob Hope Drive Rancho Mirage, CA 92270 Attn: Liz Guignier, VP of Human Resources	ON-GOING	\$	21,599.00
Embassy Suites 1250 22nd Street NW Washington, District of Columbia 20037 Attn: Robert Oursler, General Manager	ON-GOING	\$	35,341.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

Emergency Ambulance Service 3200 E. Birch Street, Suite A Brea, CA 92891-6258 Attn:Philip E. Davis, President	ON-GOING	\$ 7,045.00
Emser Tile LLC & Natural Stone 8431 Santa Monica Boulevard Los Angeles, CA 90069 Attn:Bruce Watkins, Corporate HR Director	ON-GOING	\$ 10,806.00
Fortuna Enterprises 5711 W. Century Boulevard, Suite 1628 Los Angeles, CA 90045 Att: Christine Hsu, VP & Chief Financial Officer	ON-GOING	\$ 277,493.00
Frank R. Howard Memorial Hospital 1 Madrone Street Willits, CA 95490 Attn:Anthony Stahl, Director of H.R.	ON-GOING	\$ -
Fresenius Medical Care NA 920 Winter Street Waltham, Massachusetts 02451 Attn:Erin S Martino, Esq. Assistant General Counsel	ON-GOING	\$ 59,776.00
Glendale Adventist 1509 Wilson Terrace Glendale, CA 91206 Attn:Susan Crabtree, Director Human Resources	ON-GOING	\$ 744.00
Good Samaritan Hospital 1225 Wilshire Boulevard Los Angeles, CA 90017 Attn:Lexie Schuster, VP of Human Resources	ON-GOING	\$ 1,416.00
Grocery Outlet, Inc. 2000 Fifth Street Berkeley, CA 94710 Attn:Eric Lindberg, CEO	ON-GOING	\$ 450.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

Guzman's Garden Corporation 939 223rd Street Torrance, CA 90507 Attn:Fred Guzman, Owner	ON-GOING	\$	6,500.00
Jeffer, Mangels, Butler, & Marmaro LLP Hall Ambulance 1001 21st Street Bakersfield, CA 93301 Attn:Scott Brink, President	ON-GOING	\$	7,221.00
Hilton Hotels Corporation Condado Plaza/PR 755 Crossover Lane Memphis, Tennessee 38117 Attn:Susan Norton, Vice President & Senior Counsel	ON-GOING	\$	40,551.00
Hilton Hotels Corporation El San Juan Hotel/PR 755 Crossover Lane Memphis, Tennessee 38117 Attn:Susan Norton, Vice President & Senior Counsel	ON-GOING	\$	40,551.00
Hilton Hotels Corporation Caribe Hilton/PR 755 Crossover Lane Memphis, Tennessee 38117 Attn:Susan Norton, Vice President & Senior Counsel	ON-GOING	\$	40,551.00
Hilton Hotels Corporation Embassy Suites/PR 755 Crossover Lane Memphis, Tennessee 38117 Attn:Susan Norton, Vice President & Senior Counsel	ON-GOING	\$	29,230.00
Hollenbeck Palms 573 South Boyle Avenue Los Angeles, CA 90033 Attn:Bill Heideman, President/CEO	ON-GOING	\$	8,446.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

Huntington Hospital 100 W. California Boulevard Pasadena, CA 91109-7013 Attn:Rita Essaian, Emplymnt/Employee Relations Mgr.	ON-GOING	\$	9,855.00
Inglewood Park Cemetery 720 E. Florence Avenue Inglewood, CA 90301 Attn:Chris Winners, CFO	ON-GOING	\$	4,903.00
Lifehouse Health Services 20259 Lake Chabot Road Castro Valley, CA 94546 Attn:Pam Maginnis, Administrator	ON-GOING	\$	5,025.00
Lucas Films One Letterman Drive San Francisco, CA 94129 Attn:Rhonda Hjort, Senior Emplymnt. & Labor Counsel	ON-GOING	\$	25,894.00
Longwood Management Corporation Sunnyview Convalescent Hospital 4032 Wilshire Boulevard, Suite 600 Los Angeles, CA 90010 Attn:Doug Lowery	ON-GOING	\$	4,737.00
LQ Management/La Quinta Garden City 909 Hidden Ridge, Suite 600 Irving, Texas 75038 Attn:Jeffrey Schagren, Exec. VP H.R. and Corp. Counsel	ON-GOING	\$	11,665.00
Masco Corporation 21001 Van Born Road Taylor, Michigan 48180 Attn:Drew Engleston, Grp. Director Empl. Relations	ON-GOING	\$	17,072.00
Mt. San Antonio Gardens 900 E. Harrison Avenue Pomona, CA 91767 Attn:Linnette Guidera, Director H.R.	ON-GOING	\$	1,600.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

Metropolitan Interpreters and Translators Inc. 110 East 42nd Street New York, New York 10017 Attn: Steven Herfield, President/CEO	ON-GOING	\$ 39,544.00
Monty Partners - Agri Processors 8845 Long Point Road Suite A Houston, Texas 77055 Attn: Jacob Monty, Partner	ON-GOING	\$ 14,322.00
NFL Network 10950 Washington Boulevard, Suite 100 Los Angeles, CA 90049 Attn: Kelly Schmidt, H.R. Generalist	ON-GOING	\$ 4,957.00
NorCal Beverage/Anaheim, CA 2286 Stone Boulevard West Sacramento, CA 95691 Attn: Don Deary, President	ON-GOING	\$ 17,231.00
Pinnacle Foods Group LLC/Mattoon/St Elmo One Old Bloomfield Road Mountain Lakes, NJ 07046 Attn: Kelley Maggs, Sr. VP & General Counsel	ON-GOING	\$ 17,863.00
Providence Health - Little Company of Mary 501 S. Buena Vista Burbank, CA 91505-4866 Attn: Cindra Syverson, Chief H.R. Officer	ON-GOING	\$ 4,965.00
Raphael's Party Rentals 8606 Miramar Road San Diego, CA 92126 Attn: Philip Silverman, Executive V.P.	ON-GOING	\$ 20,940.00
ROSS Dress for Less 1000 Retail Drive Fort Mill, SC 29715 Attn: Mike Wilson, VP Human Resources	ON-GOING	\$ 106,564.00



Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

St. Vincent Medical Center 2131 W. Third Street Los Angeles, CA 90057 Attn:Gail Watts, Director H.R.	ON-GOING	\$	-
San Joaquin Community Hospital 2801 Chester Avenue Bakersfield, CA 93303 Attn:Marlene Kreidler, Executive Director H.R.	ON-GOING	\$	-
Scott Brothers Dairy 12000 S. East End Avenue Chino, CA 91710 Attn:Vince Sartain, Operations Manager	ON-GOING	\$	1,000.00
Sierra View District Hospital 465 W. Putnam Porterville, Ca 93257 Attn:Sharon Brown, Exec. Director HR	ON-GOING	\$	8,400.00
SmileCare Family Dentistry 2 MacArthur Place, Suite 700 Santa Ana, CA 92707 Attn:Jeffrey Katz, VP of Legal Affairs	ON-GOING	\$	1,000.00
Solaris Paper 13415 Carmenita Road Santa Fe Springs, CA 90670 Attn:Nan Maaskamp, Director H.R.	ON-GOING	\$	-
Temple Park Convalescent Hospital 2411 W. Temple Street Los Angeles, CA 90026 Att:Barry Kohn, President	ON-GOING	\$	7,360.00
Tharco 2222 Grant Avenue San Lorenzo, CA 94580-1892 Attn:Tina Melton, Human Resource Manager	ON-GOING	\$	13,838.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

TransPak 520 Marburg Way San Jose, CA 95137 Attn:Bob Lally, President	ON-GOING	\$	9,208.00
Transportation Concepts 12 Mauchly Building I Irvine, CA 92618 Attn:Rich Rogers, Chief Operating Officer	ON-GOING	\$	101,850.00
Turman Commercial Painting 2055 Research Drive Livermore, CA 94550 Attn:David Theobald	ON-GOING	\$	9,381.00
Trump International Hotel & Towers/Las Vegas 3128 Las Vegas Boulevard South Las Vegas, NV 89109 Att:Laurie Luongo, VP Human Resources	ON-GOING	\$	2,923.00
Trump International Hotel & Towers/Chicago 203 North Wabash, Suite 1900 Las Vegas, NV 89109 Att:Karyn O'Connell, Director HR	ON-GOING	\$	1,688.00
Ukiah Valley Medical Center 275 Hospital Drive Ukiah, CA 95482 Attn:Rick Dodds, Administrative Director H.R.	ON-GOING	\$	-
United Facilities P.O. Box 559 Peoria, IL 61651 Attn:Larry Yocum, Vice President Operations	ON-GOING	\$	20,598.00
Ventura Transfer Company 2418 E. 223rd Street Long Beach, CA 90810 Attn:Marv Orem, Human Resource Manager	ON-GOING	\$	3,929.00

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item B.5 Statement of Receipts  
File Number C-483

West Coast Industries  
3150 E. 18th Street  
San Francisco, Ca 94110  
Attn:Jo Dye, Controller

ON-GOING \$ 12,657.00

WHM, LLC - El Conquistador/PR  
501 East Camino Real  
Boca Raton, Florida 33432  
Attn:Susan Salazar, EVP HR

ON-GOING \$ 8,512.00

Zoo Printing, Inc.  
5700 Bandini Boulevard  
Commerce, CA 90040  
Attn:Danny Doron

ON-GOING \$ 12,849.00

TOTAL 1,223,327.00

\* For purposes of this filing allocation is not feasible and the receipts and disbursements may include matters not connected with labor relations advice and services.

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item C.7 Statement of Disbursements

	<u>SALARIES</u>	<u>TOTAL EXPENSES</u>	<u>GRAND TOTAL</u>
Camarena, Luis	\$ 9,322.00	\$ -	\$ 9,322.00
Crowley, Gary	\$ 21,481.00	\$ 525.00	\$ 22,006.00
Cruz, Juan	\$ 55,507.00	\$ 6,681.00	\$ 62,188.00
Cruz, Lupe	\$ 281,250.00	\$ 46,036.00	\$ 327,286.00
Leopardi, William D.	\$ 182,647.00	\$ 16,100.00	\$ 198,747.00
Ortiz, Carlos	\$ 63,216.00	\$ 7,938.00	\$ 71,154.00
Passant, Greg	\$ 89,399.00	\$ 18,227.00	\$ 107,626.00
Vargas, Mario	\$ 61,768.00	\$ 14,150.00	\$ 75,918.00
TOTAL	<u>\$ 764,590.00</u>	<u>\$ 109,657.00</u>	<u>\$ 874,247.00</u>

**\* 13. Other**

None \$ -

TOTAL \$ -

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item D.15  
Schedule of Disbursements  
for Reportable Activity  
File Number C-483

<u>Disbursement</u>	<u>Amount</u>	<u>Purpose</u>
Agraz, Jose 511 W. California Avenue Vista, CA 92084	\$ 2,806.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Colony Landscape & Maintenance Inc. and Fortuna Enterprises.
Camarena, Luis 1975 Alderbrook Pl Chula Vista, CA 91913	\$ 36,572.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Fortuna Enterprises, United Facilities, Doubletree Hotel Philadelphia, and Raphael's Party Rentals.
Castillo, Judy 64890 Cochran Court Desert Hot Springs, CA 92240	\$ 7,905.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at ROSS and Fortuna Enterprises.
Cooper, Kerri Joe 2729 NW Havre Ct Bend, OR 97701	\$ 5,232.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Eisenhower Medical Center

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item D.15  
Schedule of Disbursements  
for Reportable Activity  
File Number C-483

Jenkins, Ruth Gabrielle 16020 Elbert Cir Fountain Valley, CA 92708	\$ 3,525.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Fortuna Enterprises.
Leever, Kenneth 3609 Seashore Dr., #A Newport Beach, CA 92663	\$ 4,588.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Transportation Concepts.
Milian, Edward J. 23112 Trillium Drive Wildomar, CA 92545	\$ 14,937.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Transportation Concepts.
Padilla, Eduardo 3364 Bonita Wood Drive Bonita, CA 91902	\$ 1,145.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Fortuna Enterprises.
Mid Valley Labor Consulting Assoc. (Valdez, Daryl) 15908 Clarisse St Bakersfield, CA 93312	\$ 5,348.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at ROSS.

Cruz Associates, Inc.  
LM-21 (1/1/09- 12/31/09)  
Item D.15  
Schedule of Disbursements  
for Reportable Activity  
File Number C-483

Pinnacle Organization Services Inc (O'Donnell, Michael) 11515 East De La O Rd Scottsdale, AR 85255	\$ 2,166.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Hall Ambulance.
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The Labor Pros ( Nunn Stephens, Nekeya) 501 N. Orlando Avenue Suite 346 Winter Park, FL 32789	\$ 32,064.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at ROSS, Doubletree Hotel Philadelphia.
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Tran, Dana 117 Bernal Road, #70-175 San Jose, CA 95119	\$ 21,048.00	Hold employee meetings to inform their section (7) rights and to answer questions pertaining to union, using NLRB Documents & Union Documents for questions & answers at Doubletree Hotel Philadelphia.
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TOTAL	\$137,336.00	
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