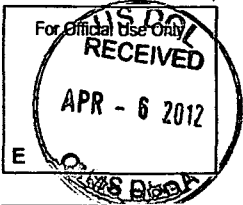


FORM LM-21 RECEIPTS AND DISBURSEMENTS REPORT

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

494264

1. File Number C- <input style="width: 100px;" type="text" value="00483"/>	2. Period Covered By This Report <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; font-size: 8px;">Month/Day/Year (mm/dd/yyyy)</td> <td style="width: 20%;"></td> <td style="text-align: center; font-size: 8px;">Month/Day/Year (mm/dd/yyyy)</td> </tr> <tr> <td>From: <input style="width: 20px;" type="text" value="01"/> / <input style="width: 20px;" type="text" value="01"/> / <input style="width: 20px;" type="text" value="2011"/></td> <td style="text-align: center;">Through:</td> <td><input style="width: 20px;" type="text" value="12"/> / <input style="width: 20px;" type="text" value="31"/> / <input style="width: 20px;" type="text" value="2011"/></td> </tr> </table>	Month/Day/Year (mm/dd/yyyy)		Month/Day/Year (mm/dd/yyyy)	From: <input style="width: 20px;" type="text" value="01"/> / <input style="width: 20px;" type="text" value="01"/> / <input style="width: 20px;" type="text" value="2011"/>	Through:	<input style="width: 20px;" type="text" value="12"/> / <input style="width: 20px;" type="text" value="31"/> / <input style="width: 20px;" type="text" value="2011"/>
Month/Day/Year (mm/dd/yyyy)		Month/Day/Year (mm/dd/yyyy)					
From: <input style="width: 20px;" type="text" value="01"/> / <input style="width: 20px;" type="text" value="01"/> / <input style="width: 20px;" type="text" value="2011"/>	Through:	<input style="width: 20px;" type="text" value="12"/> / <input style="width: 20px;" type="text" value="31"/> / <input style="width: 20px;" type="text" value="2011"/>					

A. Person Filing	
<p>3. Name and mailing address (include ZIP Code):</p> <p>Name <input style="width: 100px;" type="text" value="Lupe"/> <input style="width: 100px;" type="text" value="Cruz"/></p> <p>Title <input style="width: 100px;" type="text" value="CEO"/></p> <p>Organization <input style="width: 100px;" type="text" value="Cruz & Associates"/></p> <p>P.O. Box, Building and Room Number, if any <input style="width: 100px;" type="text" value="1831"/></p> <p>Street <input style="width: 100px;" type="text"/></p> <p>City <input style="width: 100px;" type="text" value="Upland"/></p> <p>State <input style="width: 100px;" type="text" value="California"/> ZIP Code + 4 <input style="width: 100px;" type="text" value="91785"/></p>	<p>4. Any other address where records necessary to verify this report are kept:</p> <p>Name <input style="width: 100px;" type="text"/> <input style="width: 100px;" type="text"/></p> <p>Title <input style="width: 100px;" type="text"/></p> <p>Organization <input style="width: 100px;" type="text"/></p> <p>P.O. Box, Building and Room Number, if any <input style="width: 100px;" type="text"/></p> <p>Street <input style="width: 100px;" type="text"/></p> <p>City <input style="width: 100px;" type="text"/></p> <p>State <input style="width: 100px;" type="text"/> ZIP Code + 4 <input style="width: 100px;" type="text"/></p>

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 <u><i>June Cruz</i></u> President (if other title, see instructions)</p> <p>Title <input style="width: 100px;" type="text" value="Other (Specify)"/> <input style="width: 100px;" type="text" value="CEO"/></p> <p>On <input style="width: 20px;" type="text" value="03"/> / <input style="width: 20px;" type="text" value="31"/> / <input style="width: 20px;" type="text" value="2011"/> <input style="width: 100px;" type="text" value="909-980-8736"/> Date Telephone Number</p>	<p>18. Signed _____ Treasurer (If other title, see instructions)</p> <p>Title <input style="width: 100px;" type="text" value="Treasurer"/></p> <p>On <input style="width: 20px;" type="text"/> / <input style="width: 20px;" type="text"/> / <input style="width: 20px;" type="text"/> <input style="width: 100px;" type="text"/> Date Telephone Number</p>
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Name of Person Filing: Lupe Cruz	File Number C- 00483
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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 <input type="text" value="See Attached"/>	P.O. Box, Building and Room Number, if any <input type="text"/>
Trade Name <input type="text"/>	Street <input type="text"/>
Attention To <input type="text"/>	City <input type="text"/>
Title <input type="text"/>	State <input type="text"/> ZIP Code + 4 <input type="text"/>

5.b. Termination Date 5.c. Amount

6. TOTAL RECEIPTS FROM ALL EMPLOYERS *\$2,174,841*

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	173,353
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	10. Publicity	20,213
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	11. Fees for Professional Services	6,495
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	12. Loans Made	0
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	13. Other Disbursements	67,276
8. Total disbursements to officers and employees:				14. Total Disbursements (Sum of Items 8-13)	1,300,215

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: <input type="text" value="See Attached"/>	15.b. Trade Name, if any: <input type="text"/>
15.c. To Whom Paid	15.d. Amount <input type="text"/>
Name <input type="text"/>	15.e. Purpose <div style="border:1px solid black; height:150px;"></div>
Title <input type="text"/>	
Organization <input type="text"/>	
P.O. Box, Building and Room Number, if any <input type="text"/>	
Street <input type="text"/>	
City <input type="text"/>	
State <input type="text" value="Washington"/> ZIP Code + 4 <input type="text"/>	

16. TOTAL DISBURSEMENTS FOR ALL REPORTABLE ACTIVITY *\$617,822*

Cruz Associates, Inc.
LM-21 (1/1/11 to 12/31/11)
Item B 5 Statement of Receipts
File Number C-483

<u>Client</u>	<u>Termination Date</u>	<u>Amount</u>
ACE Hotel 1186 Broadway Tenant LLC New York, New York 10001 Attn: Mark Steenson	ON-GOING	\$ 15,867.52
AkzoNobel Wood Finishes & Adhesives 1660 Cross Street SE Salem, OR 97306 Attn: Christy Wiegand	ON-GOING	\$ 15,000.00
America's Finest Carpet 730 Design Court, Suite 401 Chula Vista, CA 91911 Attn: Carlos Ledesma	ON-GOING	\$ 78,077.77
Aviation Safeguards 8929 S, Sepulveda Blvd, Ste 300 Los Angeles, CA 90045 Attn: Joe Conlon	ON-GOING	\$ 15,000.00
Beverly Hospital 309 West Beverly Blvd. Montebello, CA 90640 Attn: Gary Kiff	ON-GOING	\$ 212,184.95
Carson Albertoni Hotel Co. – Hampton Inn 238 S. Atlantic Boulevard Alhambra, CA 91801 Attn: Karena Sujo	ON-GOING	\$ 31,612.59
Eclipse Traffic Controls 11497 N. Reed Road Hayden, ID 83835 Attn: Janette Jerauld	ON-GOING	\$ 525.00

Cruz Associates, Inc.
LM-21 (1/1/11 to 12/31/11)
Item B 5 Statement of Receipts
File Number C-483

<u>Client</u>	<u>Termination Date</u>	<u>Amount</u>
Fortuna Enterprises 5711 W. Century Boulevard, Suite 1628 Los Angeles, CA 90045 Attn: Christine Hsu, VP & Chief Financial Officer	ON-GOING	\$ 56,155.15
Gilroy Premium Outlets, Inc 681 Leavesly Road, Suite 175 Gilroy, CA 95020 Attn: Jeannie Omel, General Manager	ON-GOING	\$ 40,805.66
JELD-WEN, Inc. 3250 Lakeport Blvd. Klamath Falls, OR 97601 Attn: Boyd Rogers	ON-GOING	\$ 33,464.58
Joe's Auto Parts, Inc. 845 Figueroa St. Los Angeles, CA 90017 Attn: Venishia Price	ON-GOING	\$ 123,993.76
Kennedy Care Center 619 N. Fairfax Ave Los Angeles, CA 90036 Attn: Daniel Wintner	ON-GOING	\$ 6,679.93
KGTV McGraw Hill 4600 Air Way San Diego, CA 92102 Attn: Jeff Block	ON-GOING	\$ 28,106.51
Labriola Baking 3701 W 128 th Pl Alsip, IL 60803 Attn: Richard Labriola	ON-GOING	\$ 38,086.31

Cruz Associates, Inc.
LM-21 (1/1/11 to 12/31/11)
Item B 5 Statement of Receipts
File Number C-483

<u>Client</u>	<u>Termination Date</u>	<u>Amount</u>
La Opinion 700 South Flower Los Angeles, CA 90017 Attn: Monica Lozano	ON-GOING	\$ 42,251.06
Luxory Resorts The London 501 East Camino Real Boca Raton, FL 33432 Attn: Piero Busani General Counsel	ON-GOING	\$ 80,198.13
Meatco Provisions, Inc. 4901 S. Boyle Ave Vernon, CA 90058 Attn: Mike Harouni	ON-GOING	\$ 15,000.00
Onelegacy 221 S, Figueroa Street Los Angeles, CA 90012 Attn: David Graft	ON-GOING	\$ 9,230.05
Pacific Coachworks 549 Rivera Street Riverside, CA 92501 Attn: Brett Bashaw	ON-GOING	\$ 56,449.12
Santa Anita Convalescent Hospital 5522 Greacewood Ave. Temple City, CA 91780 Attn: David Schacter	ON-GOING	\$ 30,581.17
Scott Brothers Dairy 12000 S. East End Avenue Chino, CA 91710 Attn: Vince Sartain, Operations Manager	ON-GOING	\$ 79,895.76

Cruz Associates, Inc.
LM-21 (1/1/11 to 12/31/11)
Item B 5 Statement of Receipts
File Number C-483

<u>Client</u>	<u>Termination Date</u>	<u>Amount</u>
United Facilities –Montgomery IL P.O. Box 559 Peoria, IL 61651 Attn: Larry Yokum VP Operations	ON-GOING	\$ 50,758.65
Westin Hotel/Crossroads Management Group 400 Park Blvd. Itasca, IL 60143 Attn: Patty Connolly	ON-GOING	\$ 231,464.58
Windsor Redding Care Center 9000 Sunset Blvd Ste 900 West Hollywood, CA 90069 Attn: Hanita Hofman, HR Corporate CPE	ON-GOING	\$ 61,879.10
Zale Corporation 901 W. Walnut Hill Lane Irving, Texas 75038-1003 Attn: Bridgett Zeterberger, Senior Counsel	ON-GOING	83,117.13

Cruz Associates, Inc.
LM-21 (1/1/11 to 12/31/11)
D. Schedule of Disbursements for Reportable Activity
File Number C-483

<u>Disbursement</u>	<u>Amount</u>	<u>Purpose</u>
LKLS Consulting 1975 Alderbrook Ave. Chula Vista, CA 91913	\$ 165,661.00	Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Ace Hotel, AkzoNobel, America's Finest Carpet, Aviation Safeguards, Fortuna Enterprises, Joe's Auto Parts, Kennedy Care Center, The London, Santa Anita Convalescent Hospital, Westin Hotel and Windsor Redding Care Center.
Dana Tran 117 Bernal Rd, #70-175 San Jose, CA 95119	\$ 14,173.30	Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Zale Corporation.
Jenkins, Ruth Gabrielle 16020 Elbert Cir Fountain Valley, CA 92708	\$ 45,543.30	Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Fortuna Enterprises, Gilroy Premium Outlets, Meatco Provisions and Scott Brothers Dairy.
Michaelis, Bill 6930 Parsons Trail Tujunga, CA 91042	\$ 23,116.00	Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Beverly Hospital.
Fisher Heidi 24235 Davida Laguna Niguel, CA 92677	\$ 11,993.00	Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Windsor Redding Care Center.

Cruz Associates, Inc.
LM-21 (1/1/11 to 12/31/11)

D. Schedule of Disbursements for Reportable Activity
File Number C-483

Reconnect Labor Relations
12831 Moreno Beach Dr.
Rancho Belago, CA 92555 \$137,425.00

Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Aviation Safeguards, Carson Albertoni Hotel Co., Fortuna Enterprises, Joe's Auto Parts, Meatco Provisions, Pacific Coachworks, and Santa Anita Convalescent Hospital.

Edward Echanique 155
Bay Laurel Dr.
 Mooresville, NC 28115 \$ 219,910.00

Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Jeld-Wen Inc., Labriola Baking, La Opinion, United Facilities and Westin Hotel.

Non-Labor Relations Advice and Services Receipts
Reported in B. 6 - Total Receipts From All Employers

Receipts totaling \$738,557.00 were collected from the following employers in fiscal year 2011 for services that were not for "labor relations advice and services" but were for other services all of which were specifically excluded including: (1) *advising the employer*; (2) *representing the employer before any court, administrative agency, or tribunal of arbitration*, and (3) *engaging in collective bargaining on the employer's behalf with respect to wages, hours, or other terms or conditions of employment or the negotiation of any agreement or any question arising under the agreement.*

Adventist Health
2100 Douglas Blvd.
Roseville, CA 95661

Hilton Worldwide
7930 Jones Branch Dr.
McLean, VA 20122

Cor-O-Van
901 16th Street
San Francisco, CA 94107

Kaweah Delta Health Care District
400 Mineral King
Visalia, CA 93291

Country Villa Health Services
5120 W Gold leaf Cir, Ste 400
Los Angeles, CA 90056

Luxory Resorts The London
501 East Camino Real
Boca Raton, FL 33432

Direct TV
19335 South Laurel Park Rd.
Rancho Dominguez, CA 98220

Marquez Brothers Inc.
15480 Valley Blvd.
City of Industry, CA 91746

Eckert Cold Storage
745 Moffat Blvd.
Manteca, CA 95336

Metropolitan Interpreters & Translators
110 E. 42nd St
NY, NY 10017

Eisenhower Medical Center
39000 Bob hope Dr.
Rancho Mirage, CA 92270

Millbrae
1818 Gilbreth Rd, Ste 200
Burlingame, CA 94010

Emser Tile LLC & Natural Stone
8431 Santa Monica Blvd
Los Angeles, CA 90069

NorCal Beverage
2286 Stone Blvd
West Sacramento, CA 95691

Healthcare Services Group Inc. Rehab
5199 E Pacific Coast Hwy, Ste 402
Long Beach, CA 90804

North Star Memorial Group
1900 St. James Place, Ste 200
Houston, TX 77056

Hilton San Diego Bay Front
One Park Blvd
San Diego, CA 92101

Pacific Autism Center for Education
1880 Pruneridge Ave
Santa Clara, CA 95050

Non-Labor Relations Advice and Services Receipts
Reported in B. 6 - Total Receipts From All Employers

Penske Automotive
2555 Telegraph Rd
Bloomfield Hills, MI 48302

San Joaquin Community Hospital
2801 Chester Ave
Bakersfield, CA 93303

Satellite Healthcare
300 Santana Row
San Jose, CA 95128

Shields Nursing Centers Inc
606 Alfred Nobel Dr
Hercules, CA 94547

Sierra View District Hospital
465 Putnam
Porterville, CA 93257

Tulare Regional Medical Center
869 N. Cherry St
Tulare, CA 93274

West Coast Industries
10 Jackson St.
San Francisco, CA 94111

Westin San Diego Downtown
400 West Broadway
San Diego, CA 92101

Wyndham Chicago
633 N. St. Clair Street
Chicago, IL 60611