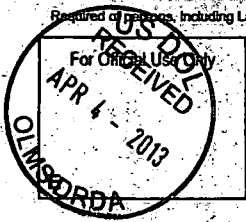


FORM LM-21 RECEIPTS AND DISBURSEMENTS REPORT

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

525659

1. File Number C: 00483	2. Period Covered By This Report	Month/Day/Year (mm/dd/yyyy)	Month/Day/Year (mm/dd/yyyy)
	From:	01 / 01 / 2012	Through: 12 / 31 / 2012

A. Person Filing	
3. Name and mailing address (include ZIP Code):	
Name: Lupe Cruz	4. Any other address where records necessary to verify this report are kept:
Title: CEO	Name:
Organization: Cruz & Associates	Title:
P.O. Box, Building and Room Number, if any: 1831	Organization:
Street:	P.O. Box, Building and Room Number, if any:
City: Upland	Street:
State: California ZIP Code + 4: 91785	City:
	State:

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).

17. Signed: <i>Lupe Cruz</i>	President (if other title, see instructions)	18. Signed:	Treasurer (if other title, see instructions)
Title: President		Title: Treasurer	
On: 03 / 30 / 2013	Telephone Number: 909-980-8736	On:	Telephone Number:
Date	Telephone Number	Date	Telephone Number

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:
 P.O. Box, Building and Room Number, if any

Employer: See attached
 Trade Name: _____ Street: _____
 Attention To: _____ City: _____
 Title: _____ State: _____ ZIP Code + 4: _____

5.b. Termination Date: _____ 5.c. Amount: _____

6. TOTAL RECEIPTS FROM ALL EMPLOYERS **2,675,916**

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	76,545
				10. Publicity	16,819
				11. Fees for Professional Services	4,300
				12. Loans Made	
				13. Other Disbursements	55,300
				14. Total Disbursements (Sum of Items 8-13)	152,964
8. Total disbursements to officers and employees:				1,312,842	

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: _____

16. TOTAL DISBURSEMENTS FOR ALL REPORTABLE ACTIVITY **784,870**

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

Receipts totaling \$420,813.08 were collected from the following employers in fiscal year 2012 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.*

CalStar
4933 Bailey Loop
McClellan, CA 95652

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

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

Scott Brothers Dairy
12000 S. East End Avenue
Chino, CA 91710

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

Satellite Healthcare
300 Santana Row
San Jose, CA 95128

Eckert Cold Storage
745 Moffat Blvd.
Manteca, CA 95336

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

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

Starwood Wheeling
601 North Milwaukee Ave
Wheeling, IL

First Alarm Security & Patrol
1731 Technology Drive, Suite 800
San Jose, CA 95110

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

Hilton Worldwide
7930 Jones Branch Dr.
McLean, VA 20122

United Facilities -Montgomery IL
P.O. Box 559
Peoria, IL 61651

Interstate Hotels & Resorts
4501 N. Fairfax Drive, Suite 500
Arlington, VA 22203
Luxury Resorts
501 East Camino Real
Boca Raton, FL 33432

ValleyCare
5555 W Las Positas Blvd
Pleasanton, California 94588

Cruz Associates, Inc.

LM-21 (1/1/12 to 12/31/12)

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	\$ 250,995.00	Hold employee meetings to inform employees of their Section (7) rights and t answer questions using NLRB & Union documents at AkzoNobel, Aviation Safeguards, CleanScape, Marquez Brothers(City of Industry), Marquez Brothers (Hanford), Northgate Markets, Pyramid.
Reconnect Labor Relations 12831 Moreno Beach Dr. Rancho Belago, CA 92555	\$263,619.00	Hold employee meetings to inform employees of their Section (7) rights and t answer questions using NLRB & Union documents at ConAgra, Goodwill Industrie Marquez Brothers (City of Industry,) Marquez Brothers (Hanford), MEATCO, SalonCentric, Santa Anita Convalescent Hosp., Windsor Gardens.
Edward Echanique 155 Bay Laurel Dr. Mooresville, NC 28115	\$ 70,013.00	Hold employee meetings to inform employees of their Section (7) rights and t answer questions using NLRB & Union documents at ACE and Luxury Resorts (Boston Hilton).
EPC Consulting 3620 Lomacitas Lane Bonita, CA 91902	\$ 146,055.00	Hold employee meetings to inform employees of their Section (7) rights and t answer questions using NLRB & Union documents at Aerotek, Aviation Safeguar Kennedy Center, Marquez Brothers (Hanford), SalonCentric, Santa Anita Convalescent Hosp., Stonyfield, Windsor Gardens.

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

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

Labor Relations/HR Consultant
Elizabeth Hernandez
2504 Albatross St
San Diego, CA 92101

\$ 11,812.00

Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Northgate Market Chula Vista. Marquez Bros Hanford

ACTS Management
Alfonso Raymundo
19619 Bavella Court
Salinas, CA 93908

\$ 34,776.00

Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Marquez Brothers (Hanford

Jenkins, Ruth Gabrielle 16020
Elbert Cir Fountain Valley, CA
92708

\$ 7,600.00

Hold employee meetings to inform employees of their Section (7) rights and to answer questions using NLRB & Union documents at Fortuna Enterprises, Winds Gardens

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Item B 5 Statement of Receipts
File Number C-483

Northgate Markets
1058 3rd Ave
Chula Vista, CA 91911
5404 University Ave
City Heights, CA 92105
2909 Coronado Ave
Coronado, CA 92154
1410 434th Street
National City, CA 92113
Attn: Alan Bagley

ON-GOING \$23,544.18

PRN Ambulance
345 South Woods Ave
Los Angeles, CA
Attn: Avo Avetisyan

ON-GOING \$15,000.00

Pyramid Hospitality
7025 E. Greenway Pkwy, Ste 200
Scottsdale, AZ 85254
Attn: Dawn Berry

ON-GOING \$ 59,851.51

SalonCentric
28145 W Harrison Pkwy
Valencia, CA 91355
Attn: Mij Seiser

ON-GOING \$169,620.88

Santa Anita Convalescent Hospital
5522 Greacewood Ave.
Temple City, CA 91780
Attn: David Schacter

ON-GOING \$ 13,996.17

Stonyfield
3810 Delta Fair
Antioch CA 94509
Attn: Steve Jerkins

ON-GOING \$ 35,302.69

Windsor Gardens - Anaheim
9000 Sunset Blvd, Ste 900
West Hollywood CA 90069
Attn: Josh Sable

ON-GOING \$ 201,762.42

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

Fortuna Enterprises 5711 W. Century Boulevard, Suite 1628 Los Angeles, CA 90045 Attn: Christine Hsu	ON-GOING	\$ 32,566.28
Goodwill Industries 6648 Franklin Blvd Sacramento, CA 95823 Attn: Joe Mendez	ON-GOING	\$ 23,875.84
Kennedy Care Center 619 N. Fairfax Ave Los Angeles, CA 90036 Attn: Daniel Wintner	ON-GOING	\$ 48,634.26
Marquez Brothers 15480 Valley Blvd City of Industry, CA 91746 Attn: Francisco Lara	ON-GOING	\$ 162,587.42
Marquez Brothers 179 S 11th Ave Hanford, CA 93230 Attn: Luis Espinoza	ON-GOING	\$ 572,809.68
L&R Auto Parks (Joe's Auto Parks) 845 Figueroa St Los Angeles, CA 90017 Attn: Venisha Price	ON-GOING	\$ 7,245.28
Luxury Resorts - Boston Hilton 501 East Camino Real Boca Raton, FL 33432 Attn: Piero Busani General Counsel	ON-GOING	\$ 73,756.86
Meatco Provisions, Inc. 4901 S. Boyle Ave Vernon, CA 90058 Attn: Mike Harouni	ON-GOING	\$ 86,019.68

Cruz Associates, Inc.
LM-21 (1/1/12 to 12/31/12)
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	\$ 469,644.61
AeroTek 4439 SE Johnson Creek Blvd. Portland OR 97222 Attn: Chad Hinton	ON-GOING	\$ 41,675.12
AkzoNobel Wood Finishes & Adhesives 1660 Cross Street SE Salem, OR 97306 Attn: Christy Wiegand	ON-GOING	\$ 59,901.24
Aviation Safeguards 8929 S, Sepulveda Blvd, Ste 300 Los Angeles, CA 90045 Attn: Joe Conlon	ON-GOING	\$12,599.64
Barrel Ten Quarter Circle (Escalon Cellars) 21801 State Highway 120 Escalon, CA 95358 Attn: Larry Rocha	ON-GOING	\$ 8,099.15
Carson Albertoni Hotel Co. – Hampton Inn 238 S. Atlantic Boulevard Alhambra, CA 91801 Attn: Karena Sujo	ON-GOING	\$ 8,641.41
CleanScapes 117 S. Main St Ste 300 Seattle WA 98104 Attn: Bonnie Abbott	ON-GOING	\$ 26,454.94
ConAgra 2020 East Steel Rd Colton CA 92324 Attn: Brad Beckwith	ON-GOING	\$ 81,607.46