

Received

JAN 18 2022

WV Ethics Commission

WV Ethics Commission  
210 Brooks St., Ste. 300  
Charleston, WV 25301  
(304) 558-0664  
ethics.wv.gov

## Grass Roots Campaign Periodic Lobbying Report

- If this campaign will continue, Periodic Lobbying Reports must be filed on May 15, September 15 and January 15 until the campaign terminates.
- If the campaign **has been terminated**, this will be the final Periodic Lobbying Report. It is to record all contributions and expenditures made on behalf of the campaign, including those reported earlier.
- If the campaign has not been terminated, this Periodic Lobbying Report is to record only those contributions and expenditures since the initial registration or the last Periodic Lobbying Report.
- Complete items 3, 4 and 5 with the names of persons who were not listed on the initial registration or earlier Periodic Lobbying Reports, if any were filed.

Please check one: ☐ The campaign was terminated on \_\_\_\_\_, and this will serve as my last report, or  
☒ The campaign is ongoing and Periodic Lobbying Reports will be filed.

### 1. Sponsor Identification (type or print clearly)

Name of campaign West Virginia Against The Beverage Tax

Sponsor's name American Beverage Association Phone (202) 463-6732

### 2. Campaign Purpose

Explain the purpose of the campaign, including the specific legislation, rules, rates, standards or proposals that are the subject matter of the campaign.

To oppose beverage tax legislation.

### 3. Persons Controlling Sponsor

If the sponsor is not an individual, list the names, addresses and titles of the controlling persons responsible for managing the sponsor's affairs.

Name	Title	Address
Katherine Lugar	President and Chief Executive Officer - American Beverage Assoc.	1275 Pennsylvania Ave. NW, Suite 1100, Washington, DC 20004
Karen Bailey Chapman	Senior Vice President, External Affairs - American Beverage Assoc.	1275 Pennsylvania Ave. NW, Suite 1100, Washington, DC 20004

### 4. Organization/Management of Campaign (attach additional pages if necessary)

List names, addresses, businesses or occupations of all persons organizing, managing and assisting in the campaign and terms of compensation for each. (Include public relations or advertising firms.)

Name	Business or Occupation	Address	Terms of Compensation
Blue Sky Media LLC	Advertising	7585 E Redfield Road, Scottsdale, AZ 85260	Services Rendered
DCI Group AZ, LLC	Consulting	1828 L Street NW Suite 400, Washington, DC 20036	Monthly fee
Public Opinion Strategies LLC	Consulting	214 North Fayette Street, Alexandria, VA 22314	Services Rendered

### 5. Contributors of \$25 or more (attach additional pages if necessary)

List the name and addresses of persons contributing more than \$25 to the campaign during the period covered by this report and the total contributed during the period.

Name	Address	Contribution
None		\$
		\$
		\$
		\$

**6. Contributions**

Total contributions this report (if none, indicate "none" or "0".) \$ None

**7. Expenditures** – Include all campaign expenditures by sponsor or made on behalf of another sponsor:

Entertainment including meals and beverages	\$ <u>0.00</u>
Advertising	
Newspaper	\$ <u>0.00</u>
Radio	\$ <u>0.00</u>
Television	\$ <u>0.00</u>
Other	\$ <u>65,221.31</u>
Contributions	\$ <u>0.00</u>
Office expenses	
Rent	\$ <u>0.00</u>
Staff salaries	\$ <u>646.40</u>
Consultant compensation	\$ <u>344,951.33</u>
Printing/mailling	\$ <u>0.00</u>
<b>Total</b>	\$ <u>410,819.04</u>

**8. Certification of Filing Grass Roots Registration**

To the best of my knowledge, the information contained herein and on any attached materials is true, correct and complete. I understand that it is a violation of W. Va. Code § 6B-3-9 to willfully and knowingly file a false or incomplete report. I further understand that if I am convicted of such an act, I can be fined, sentenced to jail or both

Signature  Date 1-12-22

Type or print name and position Elli Abdoli Phone 415-389-6800

Name	Business or Occupation	Address	Terms of Compensation
Plus Communications LLC	Advertising	3001 Washington Blvd 7th Floor, Arlington, VA 22201	Services Rendered