



**ANNUAL REPORT
OF
REPRESENTED ENTITY**

NEW JERSEY ELECTION LAW ENFORCEMENT COMMISSION
P.O. Box 185, Trenton, NJ 08625-0185
(609) 292-8700 or Toll Free Within NJ 1-888-313-ELEC (3532)
Website: www.elec.state.nj.us

**FORM L1-L
Reporting For Calendar Year 2010**

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N.J. ELECTION
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Amendment

Name of Represented Entity Horizon Blue Cross Blue Shield of New Jersey

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8753

1. Provide the following information regarding the Governmental Affairs Agent(s) employed by the Represented Entity named above.

1. Name John Leyman

Registration Number 863-11 Job Title Director, Government Affairs

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8753

2. Name John Rogers

Registration Number 863-22 Job Title Deputy Director, Government Affairs

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

3. Name Nichole LoPresti

Registration Number 863-19 Job Title State Government Affairs Associate

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8546

4. Name Stephanie Quinn

Registration Number 863-17 Job Title Federal Government Affairs Associate

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 202-250-1102

1. Provide the following information regarding the Governmental Affairs Agent(s) employed by the Represented Entity named above.

1. Name Linda Schwimmer

Registration Number 863-23 Job Title Director, Horizon Healthcare Innovations

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

2. Name David Perry

Registration Number 863-15 Job Title SHBP/Sales Director

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

3. Name James Dalessio

Registration Number 863-16 Job Title Controller NJ Health

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

4. Name JoAnne Ryan

Registration Number 863-13 Job Title Director, Actuarial

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

1. Provide the following information regarding the Governmental Affairs Agent(s) employed by the Represented Entity named above.

1. Name Joseph Manger

Registration Number 863-12 Job Title Manager, Reg. Affairs and Compliance

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

2. Name Carol Banks

Registration Number 863-7 Job Title Vice President - SHBP

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

3. Name Edward Mailander

Registration Number 863-20 Job Title Vice President - Chief Actuary

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

4. Name Robert Meehan

Registration Number 863-13 Job Title Vice President - SHBP

Business Address Three Penn Plaza East, PP-16H

City Newark State NJ Zip Code 07105-2200

*(Area Code) Telephone Number 973-466-8754

*Leave this field blank if your telephone number is unlisted. Pursuant to N.J.S.A. 47:1A-1.1, an unlisted telephone number is not a public record and must not be provided on this form.

2. Provide the following information regarding the Governmental Affairs Agent(s) retained or otherwise engaged by the Represented Entity.

1. Name of Agent or Firm Princeton Public Affairs Group

Business Address 160 West State Street

City Trenton State NJ Zip Code 08607

*(Area Code) Telephone Number 609-396-8838 Occupation/Business Public Affairs/Lobbying

2. Name of Agent or Firm Sterns & Weinroth

Business Address 50 West State Street

City Trenton State NJ Zip Code 08608

*(Area Code) Telephone Number 609--278-2600 Occupation/Business Lobbying

SCHEDULE A

1. Did any Governmental Affairs Agent named on page 1, question 1, serve as a member of:

- any independent State authority;
- any county improvement authority;
- any municipal utilities authority;
- any inter-State or bi-State authority as a member from New Jersey; or,
- any board or commission established by statute or resolution, or by executive order of the Governor, or by the Legislature, or by any Agency, Department or other instrumentality of the State?

No If "no," continue on to the next question. Yes If "yes," please provide the following information:

Name of Governmental Affairs Agent John Leyman

Name of Authority, Board, or Commission State Boat Regulation Commission

Date When Term of Service Expires Holdover appointment; term expired 3/06

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

2. Did the Governmental Affairs Agent(s) named on page 1, question 1 file all Notices of Representation and Quarterly Reports required during the calendar year covered by this Annual Report?

Yes If "yes," continue on to Schedule B. No If "no," please file the necessary reports immediately.

*Leave this field blank if your telephone number is unlisted. Pursuant to N.J.S.A. 47:1A-1.1, an unlisted telephone number is not a public record and must not be provided on this form.

2. Provide the following information regarding the Governmental Affairs Agent(s) retained or otherwise engaged by the Represented Entity.

1. Name of Agent or Firm Wolff & Samson
Business Address One Boland Drive
City West Orange State NJ Zip Code 07052
*(Area Code) Telephone Number 973-325-1500 Occupation/Business Lobbying

2. Name of Agent or Firm Donald Sico & Associates, LLC
Business Address PO Box 147
City Riverton State NJ Zip Code 08077-0147
*(Area Code) Telephone Number 856-314-8066 Occupation/Business Lobbying

SCHEDULE A

1. Did any Governmental Affairs Agent named on page 1, question 1, serve as a member of:

- any independent State authority;
- any county improvement authority;
- any municipal utilities authority;
- any inter-State or bi-State authority as a member from New Jersey; or,
- any board or commission established by statute or resolution, or by executive order of the Governor, or by the Legislature, or by any Agency, Department or other instrumentality of the State?

No If "no," continue on to the next question. Yes If "yes," please provide the following information:

Name of Governmental Affairs Agent	_____
Name of Authority, Board, or Commission	_____
Date When Term of Service Expires	_____
Name of Governmental Affairs Agent	_____
Name of Authority, Board, or Commission	_____
Date When Term of Service Expires	_____
Name of Governmental Affairs Agent	_____
Name of Authority, Board, or Commission	_____
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*Leave this field blank if your telephone number is unlisted. Pursuant to N.J.S.A. 47:1A-1.1, an unlisted telephone number is not a public record and must not be provided on this form.

2. Provide the following information regarding the Governmental Affairs Agent(s) retained or otherwise engaged by the Represented Entity.

1. Name of Agent or Firm ADV Group LLC

Business Address 11 York Street

City Lambertville State NJ Zip Code 08530

*(Area Code) Telephone Number 609-468-7633 Occupation/Business Lobbying

2. Name of Agent or Firm _____

Business Address _____

City _____ State _____ Zip Code _____

*(Area Code) Telephone Number _____ Occupation/Business _____

SCHEDULE A

1. Did any Governmental Affairs Agent named on page 1, question 1, serve as a member of:

- any independent State authority;
- any county improvement authority;
- any municipal utilities authority;
- any inter-State or bi-State authority as a member from New Jersey; or,
- any board or commission established by statute or resolution, or by executive order of the Governor, or by the Legislature, or by any Agency, Department or other instrumentality of the State?

No If "no," continue on to the next question. Yes If "yes," please provide the following information:

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

Name of Governmental Affairs Agent _____

Name of Authority, Board, or Commission _____

Date When Term of Service Expires _____

2. Did the Governmental Affairs Agent(s) named on page 1, question 1 file all Notices of Representation and Quarterly Reports required during the calendar year covered by this Annual Report?

Yes If "yes," continue on to Schedule B. No If "no," please file the necessary reports immediately.

*Leave this field blank if your telephone number is unlisted. Pursuant to N.J.S.A. 47:1A-1.1, an unlisted telephone number is not a public record and must not be provided on this form.

SCHEDULE B - SALARY & COMPENSATION

PURPOSE: To report the salary and compensation paid by the Represented Entity to its Governmental Affairs Agent(s). Include the reimbursement of an Agent's expenses in amounts reported.

1. For the Governmental Affairs Agents who are employees of the Represented Entity named on page 1, question 1, please report the salary and other compensation paid. **NOTE:** Only the pro rata share of each employee's salary and compensation need be included if the employee spends only a portion of his/her time lobbying.

\$ 170,100.00

2. For the Governmental Affairs Agents named on page 2, question 2, who are retained or otherwise engaged by the Represented Entity, please provide the following information:

NAME OF PAYEE	LOBBYING PURPOSE	COMPENSATION
1. Princeton Public Affairs	Various Health Insurance Issues	\$ 39,395.00
2. Stearns & Weinroth	Various Health Insurance Issues	60,000.00
3. ADV Group LLC	Various Health Insurance Issues	30,000.00
4. Donald Sico & Co. LLC	Various Health Insurance Issues	2,700.00
5. Wolff Samson	Various Health Insurance Issues	30,000.00
6.		
7.		
Total \$		<u>162,095.00</u>
SCHEDULE B TOTAL \$		<u>332,195.00</u>

SCHEDULE C - SUPPORT PERSONNEL

PURPOSE: To report the costs of support personnel who, over the course of the reporting year, individually spend 450 or more hours supporting the activities of the Represented Entity or Governmental Affairs Agent(s).

After determining to which person(s) this applies, report the pro rata share of those costs which are attributable to supporting the activities of the Represented Entity or Governmental Affairs Agent(s) in influencing legislation, regulations, governmental processes, or communicating with the general public.

SCHEDULE C TOTAL \$ 21,500.00

SCHEDULES D-1 & D-2 - ASSESSMENTS, MEMBERSHIP FEES, OR DUES

Schedule D-1 - Specific Intent

PURPOSE: To report the amount of assessments, membership fees, or dues paid by the Represented Entity. If the assessments, membership fees, or dues were paid by the Represented Entity with the specific intent to influence legislation, regulations, governmental processes, or to communicate with the general public, please provide the information below:

PART I – For assessments, membership fees, or dues exceeding \$100 for the calendar year:

DATE	PAYEE	DESCRIPTION (A,M, or D)	AMOUNT
			\$

Part I TOTAL \$ _____

PART II – For assessments, membership fees, or dues \$100 or less for the calendar year:

Part II TOTAL \$ _____

(Part I AND Part II) Schedule D-1 TOTAL \$ _____

Schedule D-2 - Major Purpose

PURPOSE: To report the pro rata amount of assessments, membership fees, or dues paid by the Represented Entity. If the assessments, membership fees, or dues were paid by the Represented Entity to an entity whose major purpose is to influence legislation, regulations, governmental processes, or to communicate with the general public, and, was not reported on Schedule D-1, "Specific Intent," please provide the information below:

PART I – For assessments, membership fees, or dues exceeding \$100 for the calendar year:

DATE	PAYEE	DESCRIPTION (A,M, or D)	AMOUNT
01-07-2010	New Jersey Association of Health Plans	D	\$ 38,500.00

Part I TOTAL \$ 38,500.00

PART II – For assessments, membership fees, or dues \$100 or less for the calendar year:

Part II TOTAL \$ _____

(Part I and Part II) Schedule D-2 TOTAL \$ 38,500.00

Schedule D-1 AND Schedule D-2 TOTAL \$ 38,500.00

SCHEDULE E - COMMUNICATION EXPENSES

PURPOSE: To report the costs of the preparation and distribution of materials related to influencing legislation, regulations, governmental processes, and conducting communications with the general public.

EXPENSE	AMOUNT
Printed Materials	\$ 160.00
Film, Slides, Video, Audio, TV, Radio, Other Broadcast Medium, including the Internet	
Postage	264.00
Telephone, Telegram, Facsimile	96.00
Pro Rata Overhead Costs of Specific Events Over \$100 (please identify name and date of event)	
Other (please describe)	
SCHEDULE E TOTAL \$	520.00

SCHEDULE F - TRAVEL/LODGING

PURPOSE: To report the travel and lodging costs of the Governmental Affairs Agents who are employees of the Represented Entity named on page 1, question 1, related to influencing legislation, regulations, governmental processes, or communicating with the general public.

NAME OF GOVERNMENTAL AFFAIRS AGENT	AMOUNT
John Leyman	\$ 2,551.60
John Rogers	2,609.38
Nichole LoPresti	2,706.80
Stephanie Quinn	0.00
Linda Schwimmer	0.00
SCHEDULE F TOTAL \$	9,672.01

SCHEDULE E - COMMUNICATION EXPENSES

PURPOSE: To report the costs of the preparation and distribution of materials related to influencing legislation, regulations, governmental processes, and conducting communications with the general public.

EXPENSE	AMOUNT
Printed Materials	\$
Film, Slides, Video, Audio, TV, Radio, Other Broadcast Medium, including the Internet	
Postage	
Telephone, Telegram, Facsimile	
Pro Rata Overhead Costs of Specific Events Over \$100 <i>(please identify name and date of event)</i>	
Other <i>(please describe)</i>	
SCHEDULE E TOTAL \$ _____	

SCHEDULE F - TRAVEL/LODGING

PURPOSE: To report the travel and lodging costs of the Governmental Affairs Agents who are employees of the Represented Entity named on page 1, question 1, related to influencing legislation, regulations, governmental processes, or communicating with the general public.

NAME OF GOVERNMENTAL AFFAIRS AGENT	AMOUNT
David Perry	\$ 1,203.03
James Dalessio	0.00
Joanne Ryan	0.00
Joseph Manger	0.00
Carol Banks	0.00
SCHEDULE F TOTAL \$ 9,672.01	

SCHEDULE E - COMMUNICATION EXPENSES**PURPOSE:** To report the costs of the preparation and distribution of materials related to influencing legislation, regulations, governmental processes, and conducting communications with the general public.

EXPENSE	AMOUNT
Printed Materials	\$
Film, Slides, Video, Audio, TV, Radio, Other Broadcast Medium, including the Internet	
Postage	
Telephone, Telegram, Facsimile	
Pro Rata Overhead Costs of Specific Events Over \$100 (please identify name and date of event)	
Other (please describe)	
SCHEDULE E TOTAL \$ _____	

SCHEDULE F - TRAVEL/LODGING**PURPOSE:** To report the travel and lodging costs of the Governmental Affairs Agents who are employees of the Represented Entity named on page 1, question 1, related to influencing legislation, regulations, governmental processes, or communicating with the general public.

NAME OF GOVERNMENTAL AFFAIRS AGENT	AMOUNT
Edward Mailander	\$ 428.40
Robert Meehan	172.80
SCHEDULE F TOTAL \$ 9,672.01	

SCHEDULE G-1**ITEMIZATION OF BENEFITS WHICH EXCEEDED \$25 PER DAY OR \$200 PER CALENDAR YEAR TO STATE OFFICIALS AND THEIR IMMEDIATE FAMILY MEMBERS**

PURPOSE: To report detailed information concerning benefits passed to State officials covered by the Act, as well as the immediate family members of these officials. If the value of a benefit exceeded \$25 per day or \$200 per calendar year, report below.

(Select one description item for each entry from the drop down list. When selecting "O - Other", enter a description in the space provided.)

Name of Benefit Recipient _____

Date _____ Description _____ Amount \$ _____

Name and Address of Payee/Vendor

Name _____

Address _____

City _____ State _____ Zip Code _____

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date _____ Amount \$ _____

Description _____

Name of Benefit Recipient _____

Date _____ Description _____ Amount \$ _____

Name and Address of Payee/Vendor

Name _____

Address _____

City _____ State _____ Zip Code _____

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date _____ Amount \$ _____

Description _____

Name of Benefit Recipient _____

Date _____ Description _____ Amount \$ _____

Name and Address of Payee/Vendor

Name _____

Address _____

City _____ State _____ Zip Code _____

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date _____ Amount \$ _____

Description _____

Name of Benefit Recipient _____

Date _____ Description _____ Amount \$ _____

Name and Address of Payee/Vendor

Name _____

Address _____

City _____ State _____ Zip Code _____

If benefit was reimbursed, please report the date, the description, and the amount of the reimbursement.

Date _____ Amount \$ _____

Description _____

SUMMARY OF BENEFIT PASSING

PURPOSE: To report the total amount of providing benefits to State officials covered by the Act and their immediate family members.

	SCHEDULE G-1*	+ SCHEDULE G-2**	= AMOUNT
Entertainment	\$ _____	+ \$ _____	= \$ _____
Food and Beverage	_____	+ _____	= _____
Travel	_____	+ _____	= _____
Lodging	_____	+ _____	= _____
Honoraria	_____	+ _____	= _____
Loans	_____	+ _____	= _____
Gifts	_____	+ _____	= _____
Other(specify) _____	_____	+ _____	= _____
Total	\$ _____	+ \$ _____	= \$ _____
			SCHEDULE G-1 AND SCHEDULE G-2 TOTAL

* After completing all entries on Schedule G-1, provide totals by category.

** Enter, by category, the value of benefit passing where the expenditure did NOT exceed the \$25/day or \$200/calendar year thresholds.

**ENTER THE TOTAL AMOUNT OF REIMBURSED BENEFITS, IF ANY.
DO NOT DEDUCT THIS AMOUNT FROM BENEFIT PASSING AMOUNTS.**

\$ _____

SUMMARY OF LOBBYING EXPENDITURES

EXPENDITURES

1. Salary and Compensation (Add the total from questions 1 & 2)	Schedule B Total \$	_____ 332,195.00
2. Support Personnel	Schedule C Total	_____ 21,500.00
3. Assessments, Membership Fees, or Dues	Schedule D-1 and Schedule D-2 Total	_____ 38,500.00
4. Communication Expenses	Schedule E Total	_____ 520.00
5. Travel and Lodging	Schedule F Total	_____ 9,672.01
6. Benefit Passing	Schedule G-1 and Schedule G-2 Total	_____ 0.00
Total Lobbying Expenditures \$		_____ 402,387.01

RECEIPTS TABLES 1 AND 2

Receipts Table 1 - Specific Intent

PURPOSE: To report the amount of contributions, loans, membership fees, dues, or assessments received by the Represented Entity.

If the contributions, loans, membership fees, dues, or assessments were received by the Represented Entity with the specific intent to influence legislation, regulations, governmental processes, or to communicate with the general public, please provide the information below:

PART I - For contributions, loans, membership fees, dues, or assessments exceeding \$100 for the calendar year:

DATE	SOURCE	ADDRESS	AMOUNT
			\$

Part I Total \$ _____

PART II - For contributions, loans, membership fees, dues, or assessments \$100 or less for the calendar year:

Part II Total \$ _____

Receipts Table 1 Total (Part I and II) \$ _____

Receipts Table 2 - Major Purpose

PURPOSE: To report the pro rata amount of contributions, loans, membership fees, dues, or assessments received by the Represented Entity. **Note:** If a receipt was already reported on Receipts Table 1 as a "Specific Intent" receipt, DO NOT report again as a "Major Purpose" receipt. If the receipts were received by the Represented Entity whose major purpose is to influence legislation, regulations, governmental processes, or to communicate with the general public, please provide the information below:

Provide the percentage of activity which constituted lobbying (this figure must be more than 50%): _____ %

For each receipt, multiply the percentage indicated by the amount of the receipt to arrive at a net receipt amount. Add together all net receipt amounts to arrive at the aggregate total.

Receipts Table 2 Total \$ _____

Review each net receipt amount. Any net receipt in excess of \$100 should be listed below:

DATE	SOURCE	ADDRESS	AMOUNT
			\$

Table 1 and Table 2 Totals

Receipts Total \$ _____

CERTIFICATION

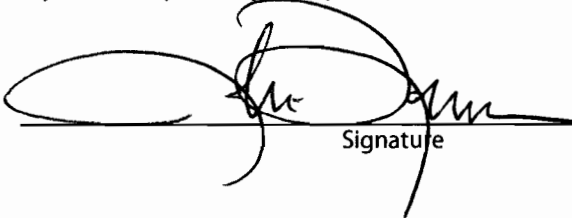
This certification shall be signed by a Governmental Affairs Agent employed by the Represented Entity or a responsible Financial or Governmental Affairs Officer of the Represented Entity.

I, John Leyman
(print name)

hereby certify that I am duly authorized by

Horizon Blue Cross Blue Shield of New Jersey
(print name of Represented Entity)

to file and certify the accuracy and correctness of this Annual Report of Lobbying Activity for calendar year 2010 .
I certify that the statements made herein are true and accurate. I am aware that if any of the foregoing statements are willfully false, I may be subject to punishment.



Signature

February 15, 2010
Date