

# CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

MARLIN GUSMAN  
P.O. Box 19023  
New Orleans, LA 70179

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

Criminal Sheriff  
Orleans Parish  
Orleans Parish

**OFFICE USE ONLY**

Report Number: 22570

Date Filed: 2/11/2011

Report Includes Schedules:

Schedule A-1  
Schedule E-1

3. Date of Primary 2/6/2010

This report covers from 12/29/2009 through 1/17/2010

4. Type of Report:

180th day prior to primary       40th day after general  
 90th day prior to primary       Annual (future election)  
 30th day prior to primary       Supplemental (past election)  
 10th day prior to primary  
 10th day prior to general       Amendment to prior

5. FINAL REPORT if:

Withdrawn       Filed after the election AND all loans and debts paid  
 Unopposed

6. Name and Address of Financial Institution  
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all campaign funds.)

LIBERTY BANK  
P.O. Box 60131  
New Orleans, LA 70160-0131

7. Full Name and Address of Treasurer

JOEY RICHARD  
P&N One Galleria Blvd  
Suite 2100  
Metairie, LA 70001

9. Name of Person Preparing Report

Daytime Telephone

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 11th day of February, 2011.

Marlin Gusman

Signature of Candidate/Chairperson  
(To be signed by Chairperson *only* if report by principal campaign committee)

504-282-2222

Daytime Telephone

Joey Richard

Signature of Treasurer

504-837-5990

Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY  
a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 1,075.00
2. In-kind Contributions (Schedule A-2)	\$ 0.00
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
4. <b>TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +33)	\$ 1,075.00
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
8. <b>TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	\$ 1,075.00

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 104,749.64
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
13. <b>TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11 + 12)	\$ 104,749.64

FINANCIAL SUMMARY	Amount
14. Funds on hand at beginning of reporting period <small>(Must equal funds on hand at close from last report or -0- if first report for this election)</small>	\$ 533,219.20
15. <i>Plus</i> total receipts this period <small>(Line 8 above)</small>	\$ 1,075.00
16. <i>Less</i> total disbursements this period <small>(Line 13 above)</small>	\$ 104,749.64
17. <i>Less</i> in-kind contributions <small>(Line 2 above)</small>	\$ 0.00
18. Funds on hand at close of reporting period	\$ 429,544.56

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## SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments ( <i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS - for the reporting period	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 0.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	\$ 0.00
24. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3, above.)	\$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

### NOTICE

The personal use of campaign funds is prohibited.\* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c)(3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

\*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15, 1988.

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## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
GERARD ARCHER 3525 N Causeway Blvd Suite 201 Metairie, LA 70002  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	01/12/2010	\$500.00	\$500.00
M. CHADWICK PELLERIN 819 Orleans Ave New Orleans, LA 70116  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	01/12/2010	\$75.00	\$75.00
PIVACH PIVACH HUFFT THRIFFILEY & Nolan LLC 8311 Hwy 23 Suite 104 Belle Chasse, LA 70037  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	01/12/2010	\$500.00	\$500.00
4. SUBTOTAL (this page)		\$1,075.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 1,075.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		<u>\$0.00</u>	TOTAL (complete only on last page of this schedule) <u>\$ 0.00</u>

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## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
ART VERTISING 1911 Magazine St. New Orleans, LA 70130	01/04/2010	Ck#2080/Teddlie: 50 signs (4x8)	\$ 1,870.95
ART VERTISING 1911 Magazine St. New Orleans, LA 70130	01/04/2010	Ck#2080/Teddlie: 1000 signs (24x18) & wire stakes	\$ 4,289.47
COX MEDIA 1025 Poydras St Ste 1000 New Orleans, LA 70113	01/04/2010	Ck#2079/Teddlie: Airing flight #01; 01/06/10 through 01/10/10	\$ 2,333.00
COX MEDIA 1025 Poydras St Ste 1000 New Orleans, LA 70113	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share air ads 4xper day; BET A&E TLC HGTV	\$ 1,881.00
CRYSTAL CLEAR IMAGING 1401 Edwards Ave New Orleans, LA 70123	12/29/2009	Ck#2077/Teddlie: Vinyl production & signs	\$ 1,932.00
DR. MARTIN LUTHER KING CHARTER SCHOOL 1617 Caffin Ave New Orleans, LA 70117	01/08/2010	Ck #3001 - Donation/Event Fit for a King Gala 2010	\$ 1,000.00
EYEWITNESS NEWSWATCH CH 15 1024 N Rampart St New Orleans, LA 70116	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share; air ads 48x Monday thru Friday	\$ 1,128.00
GORDON'S OF METAIRIE 725 Veterans Blvd Metairie, LA 70005	12/29/2009	Ck#2076/visa: Decorations for campaign fundraiser	\$ 1,298.09
3. SUBTOTAL (optional)			\$15,732.51
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
MARLIN GUSMAN 4478 Venus Drive New Orleans, LA 70122	12/30/2009	Ck #2078 - Reimbursement qualifying fee 2009	\$ 450.00
LOEWS NEW ORLEANS HOTEL 300 Poydras St Ste 300 New Orleans, LA 70130	12/29/2009	Ck#2076/visa: Venue & parking campaign fundraiser	\$ 1,540.61
MARCO OUTDOOR ADVERTISING INC. 629 S. Claiborne Ave. New Orleans, LA 70113	12/29/2009	Ck#2077/Teddie: Contract outdoor billboard	\$ 6,200.00
MARKET RESEARCH INSIGHT 1101 Gulf Breeze Suite 9 Gulf Breeze, FL 32561	01/04/2010	Ck #3003 - Advertising/questionnaire media - Gusman 03	\$ 6,150.00
NEW ORLEANS COALITION 601 Sequin Street New Orleans, LA 70114	01/15/2010	Ck #3002 - Pro rata/Ad	\$ 100.00
SENIOR VOTERS CAUCUS P.O. Box 19067 New Orleans, LA 70179	01/07/2010	Ck #2084 - registration fee/caucus meeting	\$ 30.00
TEDDLIE MEDIA PARTNERS 365 Canal Street Suite 1750 New Orleans, LA 70130	01/04/2010	Ck #2081 - New Orleans Sheriff Questionnaire deposit reimbursement	\$ 6,150.00
THE LIBERTY FOUNDATION/UNCF P.O. Box 60131 New Orleans, LA 70160	01/15/2010	Ck #3004 - Sponsor/UNCF Liberty Bank Ball in the City	\$ 3,000.00
3. SUBTOTAL (optional)			\$23,620.61
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
THE TIMES PICAYUNE 3800 Howard Ave New Orleans, LA 70125	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share print ads 30x15 full color	\$ 1,000.00
WDSU TV CH 6 846 Howard Ave New Orleans, LA 70113	01/04/2010	Ck#2079/Teddie: Airing flight #01; 01/06/10 thru 01/10/10	\$ 9,381.00
WDSU TV CH 6 846 Howard Ave New Orleans, LA 70113	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share; air ads 18x Today show 4P & 10P news	\$ 423.00
WGNO TV CH. 26 One Galleria Blvd Ste 850 Metairie, LA 70001	01/04/2010	Ck#2079/Teddie: Airing flight #01; 01/06/10 thru 01/10/10	\$ 3,080.00
WGNO TV CH. 26 One Galleria Blvd Ste 850 Metairie, LA 70001	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share; air ads 26x Good Morning Amer. 6:30P & 10P news	\$ 611.00
WLMG 101.9 FM RADIO 400 Poydras St Ste 900 New Orleans, LA 70130-3738	12/29/2009	Ck#2077/Teddie: Airing flights 12/29/09 through 01/12/10	\$ 2,240.00
WNOL TV 38 One Galleria Blvd Ste 850 Metairie, LA 70001	01/04/2010	Ck#2079/Teddie: Airing flight #01; 01/06/10 thru 01/10/10	\$ 300.00
WRNO 99.5 FM CLEARCHANNEL RADIO 929 Howard Ave New Orleans, LA 70113	12/29/2009	Ck#2077/Teddie: Airing flights 12/29/09 through 01/12/10	\$ 3,920.00
3. SUBTOTAL (optional)			\$20,955.00
4. TOTAL (optional - complete only on last page of this schedule)			

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1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
WUPL TV CH 54 1024 N. Rampart New Orleans, LA 70116	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share air ads 32x early morning 9&10P news	\$ 752.00
WVUE TV CH 8 1025 S. Jefferson Davis Pkwy New Orleans, LA 70125	01/04/2010	Ck#2079/Teddie: Airing flight #01: 01/06/10 through 01/10/10	\$ 8,320.00
WVUE TV CH 8 1025 S. Jefferson Davis Pkwy New Orleans, LA 70125	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share; air ads 18x early morning & 9P news	\$ 423.00
WWL TV CH 4 1024 N Rampart St New Orleans, LA 70116	01/04/2010	Ck#2079/Teddie: Airing flight #01; 01/06/10 through 01/10/10	\$ 28,500.00
WWL TV CH 4 1024 N Rampart St New Orleans, LA 70116	01/07/2010	Ck#2085/Cr.Marketing: Pro rata share; air ads 12x Morning news	\$ 282.00
WWL-AM 870 RADIO 400 Poydras Ste 1000 New Orleans, LA 70130-3250	12/29/2009	Ck#2077/Teddie: Airing flights 12/29/09 through 01/12/10	\$ 6,164.52
3. SUBTOTAL (optional)			\$44,441.52
4. TOTAL (optional - complete only on last page of this schedule)			\$ 104,749.64

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