

Political Organization Report of Contributions and Expenditures

▶ See separate instructions.

A For the period beginning 01/01/2013 **and ending** 06/30/2013

B Check applicable box: Initial report Change of address Amended report Final report

1 Name of organization Better Education for NJ Kids Inc **Employer identification number** 27 - 5025678

2 Mailing address (P.O. box or number, street, and room or suite number)
94 Church Street Suite 201

City or town, state, and ZIP code
New Brunswick, NJ 08901

3 E-mail address of organization: mlilley@b4njkids.org **4 Date organization was formed:** 02/16/2011

5a Name of custodian of records Lawrence Rogers **5b Custodian's address** 94 Church Street Suite 201
New Brunswick, NJ 08901

6a Name of contact person Lawrence Rogers **6b Contact person's address** 94 Church Street Suite 201
New Brunswick, NJ 08901

7 Business address of organization (if different from mailing address shown above). Number, street, and room or suite number
94 Church Street Suite 201

City or town, state, and ZIP code
New Brunswick, NJ 08901

8 Type of report (check only one box)

- First quarterly report (due by April 15)
- Second quarterly report (due by July 15)
- Third quarterly report (due by October 15)
- Year-end report (due by January 31)
- Mid-year report (Non-election year only-due by July 31)
- Monthly report for the month of: (due by the 20th day following the month shown above, except the December report, which is due by January 31)
- Pre-election report (due by the 12th or 15th day before the election)
 - (1) Type of election:
 - (2) Date of election:
 - (3) For the state of:
- Post-general election report (due by the 30th day after general election)
 - (1) Date of election:
 - (2) For the state of:

9 Total amount of reported contributions (total from all attached Schedules A)..... 9. \$ 397000

10 Total amount of reported expenditures (total from all attached Schedules B)..... 10. \$ 452326

Under penalties of perjury, I declare that I have examined this report, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Larry Rogers

07/17/2013

Sign Here



Signature of authorized official



Date

Schedule A Itemized Contributions

Schedule A

Contributor's name, mailing address and ZIP code Alan Fournier 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of contributor's employer Pennant Capital Management L.P. Contributor's occupation CEO Aggregate contributions year-to-date \$ 10000	Amount of contribution \$ 10000 Date of contribution 02/14/2013
Contributor's name, mailing address and ZIP code Alan Fournier 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of contributor's employer Pennant Capital Mangement L.P. Contributor's occupation CEO Aggregate contributions year-to-date \$ 95000	Amount of contribution \$ 85000 Date of contribution 04/17/2013
Contributor's name, mailing address and ZIP code N/A 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of contributor's employer Lot 1.2 Property Owners LLC Contributor's occupation Landlord Aggregate contributions year-to-date \$ 40000	Amount of contribution \$ 40000 Date of contribution 04/18/2013
Contributor's name, mailing address and ZIP code David Tepper 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of contributor's employer Appaloosa Management L.P. Contributor's occupation CEO Aggregate contributions year-to-date \$ 52000	Amount of contribution \$ 52000 Date of contribution 03/01/2013
Contributor's name, mailing address and ZIP code Charles Kushner 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of contributor's employer self employed Contributor's occupation investor Aggregate contributions year-to-date \$ 10000	Amount of contribution \$ 10000 Date of contribution 04/26/2013
Contributor's name, mailing address and ZIP code David Tepper 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of contributor's employer Appaloosa Managment L.P. Contributor's occupation CEO Aggregate contributions year-to-date \$ 252000	Amount of contribution \$ 200000 Date of contribution 04/16/2013

Schedule B Itemized Expenditures		Schedule B
Recipient's name, mailing address and ZIP code n/a 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of recipient's employer Better Education for Kids Inc Recipients's occupation 501 c 4	Amount of Expenditure \$ 27407 Date of expenditure 04/16/2013
Purpose of expenditure Reimbursemtn for payroll expenses		
Recipient's name, mailing address and ZIP code n/a 250 West Huron Street Suite 5E Chicago, IL 60654 -	Name of recipient's employer Snyder Pickerill Media Group Recipients's occupation Political Strategist	Amount of Expenditure \$ 350 Date of expenditure 05/09/2013
Purpose of expenditure Commercial modification cost		
Recipient's name, mailing address and ZIP code n/a 500 Montgomery Street Suite 210 Alexandria, VA 22314 -	Name of recipient's employer Brightline Media Recipients's occupation Website designers	Amount of Expenditure \$ 745 Date of expenditure 03/27/2013
Purpose of expenditure Updated website		
Recipient's name, mailing address and ZIP code n/a 500 Montgomery Street suite 210 Alexandria, VA 22314 -	Name of recipient's employer Brightline Media Recipients's occupation Website designers	Amount of Expenditure \$ 185 Date of expenditure 04/16/2013
Purpose of expenditure Updating website		
Recipient's name, mailing address and ZIP code n/a 172 West State Street Trenton, NJ 08607 -	Name of recipient's employer GovNet Recipients's occupation News wire	Amount of Expenditure \$ 214 Date of expenditure 03/27/2013
Purpose of expenditure Subscription cost		
Recipient's name, mailing address and ZIP code n/a 65 Livingston Avenue Roseland, NJ 07068 -	Name of recipient's employer Lowenstein Sandler Recipients's occupation Lawyers	Amount of Expenditure \$ 7032 Date of expenditure 03/27/2013
Purpose of expenditure Various legal fees related to researching teachnj		
Recipient's name, mailing address and ZIP code n/a 250 West Huron Street Suite 5E Chicago, IL 60654 -	Name of recipient's employer Snyder Pickerill Media Group Recipients's occupation Political Strategist	Amount of Expenditure \$ 116620 Date of expenditure 04/16/2013
Purpose of expenditure Purchase of ads for Jersey City mayoral race		
Recipient's name, mailing address and ZIP code n/a 1205 O'Neill Highway Dunmore, PA 18512 -	Name of recipient's employer Universal Printing Recipients's occupation Printer	Amount of Expenditure \$ 4209 Date of expenditure 04/24/2013
Purpose of expenditure Printing and postage on mailers		
Recipient's name, mailing address and ZIP code n/a 41 Bayard Street New Brunswick, NJ 07052 -	Name of recipient's employer Weiss Properties Recipients's occupation Landlord	Amount of Expenditure \$ 1662 Date of expenditure 02/27/2013
Purpose of expenditure Rent		

Recipient's name, mailing address and ZIP code n/a 412 Pleasant Valley Way West Orange, NJ 07052 -	Name of recipient's employer Wells Fargo Recipients's occupation Bank	Amount of Expenditure \$ 33 Date of expenditure 01/11/2013
Purpose of expenditure Bank fees		
Recipient's name, mailing address and ZIP code n/a 412 Pleasant Valley Way West Orange, NJ 07052 -	Name of recipient's employer Wells Fargo Recipients's occupation Bank	Amount of Expenditure \$ 33 Date of expenditure 02/11/2013
Purpose of expenditure Bank fees		
Recipient's name, mailing address and ZIP code n/a Trinity Center 115 Broadway New York, NY 10006 -	Name of recipient's employer Genova Burns Giantomassi & Webster Recipients's occupation Lawyers	Amount of Expenditure \$ 3715 Date of expenditure 03/27/2013
Purpose of expenditure Legal expenses related to teachnj		
Recipient's name, mailing address and ZIP code n/a 172 West State Street Trenton, NJ 08607 -	Name of recipient's employer GovNet Recipients's occupation News Wire	Amount of Expenditure \$ 107 Date of expenditure 04/08/2013
Purpose of expenditure Subscription		
Recipient's name, mailing address and ZIP code n/a 412 Pleasant Valley Way West Orange, NJ 07052 -	Name of recipient's employer Wells Fargo Recipients's occupation Bank	Amount of Expenditure \$ 34 Date of expenditure 06/11/2013
Purpose of expenditure Bank fees		
Recipient's name, mailing address and ZIP code n/a 1603 Orrington Avenue Suite 1730 Evanston, IL 60201 -	Name of recipient's employer The Strategy Group Recipients's occupation Design Firm	Amount of Expenditure \$ 36674 Date of expenditure 04/26/2013
Purpose of expenditure Designed mailers for Jersey City		
Recipient's name, mailing address and ZIP code n/a 220 Lenox Avenue Suite 101 Westfield, NJ 07090 -	Name of recipient's employer Mercury Public Affairs Recipients's occupation Political Strategist	Amount of Expenditure \$ 8512 Date of expenditure 04/16/2013
Purpose of expenditure Cost of mailers for Simon race		
Recipient's name, mailing address and ZIP code n/a 412 Pleasant Valley Way West Orange, NJ 07052 -	Name of recipient's employer Wells Fargo Recipients's occupation Bank	Amount of Expenditure \$ 47 Date of expenditure 03/11/2013
Purpose of expenditure bank fees		
Recipient's name, mailing address and ZIP code n/a Trinity Center 115 Broadway New York, NY 10006 -	Name of recipient's employer Genova Burns Giantomasi & Webster Recipients's occupation Lawyers	Amount of Expenditure \$ 75 Date of expenditure 05/07/2013
Purpose of expenditure Legal fees		
Recipient's name, mailing address and ZIP code n/a 41 Bayard Street New Brunswick, NJ 08901 -	Name of recipient's employer Weiss Properties Recipients's occupation Landlord	Amount of Expenditure \$ 1745 Date of expenditure 05/28/2013
Purpose of expenditure Rent		

Recipient's name, mailing address and ZIP code n/a 57 East 11th Street Suite 302 New York, NY 10003 -	Name of recipient's employer Fox Shuffler LLC Recipients's occupation Lobbyists	Amount of Expenditure \$ 30000 Date of expenditure 06/27/2013
Purpose of expenditure Retainer for April and May		
Recipient's name, mailing address and ZIP code n/a 250 West Huron Street Suite 5E Chicago, IL 60654 -	Name of recipient's employer Snyder Pickerill Media Group Recipients's occupation Political Strategist	Amount of Expenditure \$ 12787 Date of expenditure 04/26/2013
Purpose of expenditure Production cost to produce ads for Jersey City mayoral race		
Recipient's name, mailing address and ZIP code n/a 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of recipient's employer Better Education for Kids Inc. Recipients's occupation 501 c 4	Amount of Expenditure \$ 27406 Date of expenditure 02/12/2013
Purpose of expenditure Reimbursement for payroll expenses		
Recipient's name, mailing address and ZIP code n/a 1205 O'Neill Highway Dunmore, PA 18512 -	Name of recipient's employer Universal Printing Recipients's occupation Printer	Amount of Expenditure \$ 3897 Date of expenditure 04/23/2013
Purpose of expenditure Print and postage on mailers		
Recipient's name, mailing address and ZIP code Katlin Stansfield 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of recipient's employer Better Education Institute Recipients's occupation assistant	Amount of Expenditure \$ 120 Date of expenditure 03/07/2013
Purpose of expenditure Reimbursement of cleaning expenses		
Recipient's name, mailing address and ZIP code n/a 412 Pleasant Valley Way West Orange, NJ 07052 -	Name of recipient's employer Wells Fargo Recipients's occupation Bnak	Amount of Expenditure \$ 61 Date of expenditure 05/15/2013
Purpose of expenditure Bank fees		
Recipient's name, mailing address and ZIP code n/a 255 West Main Street Suite3 Denville, NJ 07834 -	Name of recipient's employer Olmec Recipients's occupation Website design	Amount of Expenditure \$ 364 Date of expenditure 05/28/2013
Purpose of expenditure Purchase domain names		
Recipient's name, mailing address and ZIP code n/a Trinity Center 115 Broadway New York, NY 10006 -	Name of recipient's employer Genova Burns Giantomasi & Webster Recipients's occupation Lawyers	Amount of Expenditure \$ 12809 Date of expenditure 04/17/2013
Purpose of expenditure Legal fees		
Recipient's name, mailing address and ZIP code Katlin Stansfield 94 Church Street Suite 201 New Brunswick, NJ 08901	Name of recipient's employer Better Education Institute Recipients's occupation Assistant	Amount of Expenditure \$ 60 Date of expenditure 05/07/2013
Purpose of expenditure Reimburse cleaning expense		
Recipient's name, mailing address and ZIP code n/a Trinity Center 115 Broadway New York, NY 10006 -	Name of recipient's employer Genova Burns Giantomasi & Webster Recipients's occupation Lawyers	Amount of Expenditure \$ 2255 Date of expenditure 05/13/2013
Purpose of expenditure Legal fees		

Recipient's name, mailing address and ZIP code n/a 15 west 26th Street Suite 908 New York, NY 10010 -	Name of recipient's employer Anzalone Liszt Grove Research Inc. Recipients's occupation Political Startegist	Amount of Expenditure \$ 44800 Date of expenditure 03/07/2013
Purpose of expenditure Polling data on three separate races in NJ		
Recipient's name, mailing address and ZIP code n/a 1603 Orrington Avenue Suite 5E Evanston, IL 60201 -	Name of recipient's employer The Strategy Group Recipients's occupation Design firm	Amount of Expenditure \$ 60669 Date of expenditure 05/07/2013
Purpose of expenditure Design cost of mailers		
Recipient's name, mailing address and ZIP code n/a 15 West 26th Street Suite 908 New York, NY 10010 -	Name of recipient's employer Anzalone Liszt Grove Research Inc Recipients's occupation Political Strategist	Amount of Expenditure \$ 3800 Date of expenditure 05/09/2013
Purpose of expenditure Cost of polling		
Recipient's name, mailing address and ZIP code n/a 41 Bayard Street New Brunswick, NJ 08901 -	Name of recipient's employer Weiss Properties Recipients's occupation Landlord	Amount of Expenditure \$ 1745 Date of expenditure 05/07/2013
Purpose of expenditure Rent		
Recipient's name, mailing address and ZIP code n/a 412 Pleasant Valley Way West Orange, NJ 07052 -	Name of recipient's employer Wells Fargo Recipients's occupation Bank	Amount of Expenditure \$ 46 Date of expenditure 04/11/2013
Purpose of expenditure Bank fees		
Recipient's name, mailing address and ZIP code n/a 325 Columbia Turnpike Suite 202 Florham Park, NJ 07932 -	Name of recipient's employer Untracht Early Recipients's occupation Accountants	Amount of Expenditure \$ 13000 Date of expenditure 06/27/2013
Purpose of expenditure Preparation of audit and tax returns		
Recipient's name, mailing address and ZIP code n/a 1205 O'Neill Highway Dunmore, PA 18512 -	Name of recipient's employer Universal Printing Recipients's occupation Printers	Amount of Expenditure \$ 8385 Date of expenditure 05/01/2013
Purpose of expenditure cost to print and mail mailers		
Recipient's name, mailing address and ZIP code n/a 1205 O'Neill Highway Dunmore, PA 18512 -	Name of recipient's employer Universal Printing Recipients's occupation Printer	Amount of Expenditure \$ 12596 Date of expenditure 05/07/2013
Purpose of expenditure cost of printing and postage on mailers		
Recipient's name, mailing address and ZIP code n/a 1603 Orrington avenue Suite 1730 Evanston, IL 60201 -	Name of recipient's employer The Strategy Group Recipients's occupation Design Firm	Amount of Expenditure \$ 130 Date of expenditure 05/01/2013
Purpose of expenditure Design cost on mailers for Jersey City		
Recipient's name, mailing address and ZIP code n/a 41 Bayard Street New Brunswick, NJ 08901 -	Name of recipient's employer Weiss Properties Recipients's occupation Lanlord	Amount of Expenditure \$ 1662 Date of expenditure 01/25/2013
Purpose of expenditure Monthly rent		

Recipient's name, mailing address and ZIP code n/a 500 Montgomery Street Suite 210 Alexandria, VA 22314 -	Name of recipient's employer Brightline Strategies Recipients's occupation website design	Amount of Expenditure \$ 390 Date of expenditure 06/27/2013
Purpose of expenditure Website upgrade		
Recipient's name, mailing address and ZIP code n/a 41 Bayard Street New Brunswick, NJ 08901 -	Name of recipient's employer Weiss Properties Recipients's occupation Landlord	Amount of Expenditure \$ 1662 Date of expenditure 03/27/2013
Purpose of expenditure Rent		
Recipient's name, mailing address and ZIP code n/a 1205 O'Neill Highway Dunmore, PA 18512 -	Name of recipient's employer Universal Printing Recipients's occupation Printer	Amount of Expenditure \$ 4176 Date of expenditure 04/24/2013
Purpose of expenditure Printing and postage on mailers		
Recipient's name, mailing address and ZIP code n/a 172 West State Street Trenton, NJ 08607 -	Name of recipient's employer GovNet Recipients's occupation News Wire	Amount of Expenditure \$ 107 Date of expenditure 04/08/2013
Purpose of expenditure Subscription		