

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: 18044

Date Filed: 1/27/2010

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Withdrawn Filed after the election AND all loans and debts paid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
2324 Severn Ave.
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 27th day of January, 2010.

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. TOTAL CONTRIBUTIONS (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. TOTAL RECEIPTS (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. TOTAL DISBURSEMENTS (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

Form 102, Rev. 3/98, Page Rev. 3/98

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.

Form 102, Rev. Rev. 3/98, Page Rev. 3/00

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>

Form 102, Rev. 3/98, Page Rev. 3/98

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)
CREATIVE MARKETING SALES INC. P.O. Box 8285 Metairie, LA 70011	01/07/2010	Ck #2085 - Advertising television spots	\$ 6,500.00
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
MARLIN GUSMAN 4478 Venus Drive New Orleans, LA 70122	12/30/2009	Ck #2078 - Reimbursement qualifying fee 2009	\$ 450.00
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	12/29/2009	Ck #2077 - Media/advertising	\$ 20,456.52
TEDDLIE MEDIA PARTNERS 365 Canal Street Suite 1750 New Orleans, LA 70130	01/04/2010	Ck #2079 - Television advertising spots - Gusman 05	\$ 51,914.00
3. SUBTOTAL (optional)			\$86,600.52
4. TOTAL (optional - complete only on last page of this schedule)			

Form 102, Rev. 3/98, Page Rev. 3/98

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)
TEDDLIE MEDIA PARTNERS 365 Canal Street Suite 1750 New Orleans, LA 70130	01/04/2010	Ck #2080 - Signs Stakes Art Vertising - Gusman 04	\$ 6,160.42
TEDDLIE MEDIA PARTNERS 365 Canal Street Suite 1750 New Orleans, LA 70130	01/04/2010	Ck #2081 - Media advertising - Gusman 03	\$ 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
VISA P.O. Box 30131 Tampa, FL 33630	12/29/2009	Ck #2076 - Campaign Fundraiser expenses (venue decorations)	\$ 2,838.70
3. SUBTOTAL (optional)			\$18,149.12
4. TOTAL (optional - complete only on last page of this schedule)			\$ 104,749.64

Form 102, Rev. 3/98, Page Rev. 3/98