

Clerk of the House of Representatives
Legislative Resource Center
B-106 Cannon Building
Washington, DC 20515

Secretary of the Senate
Office of Public Records
232 Hart Building
Washington, DC 20510

SECRETARY OF THE
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LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required To Complete This Page

1. Registrant Name POLICY DIRECTIONS INC.			
2. Address <input type="checkbox"/> Check if different than previously reported 818 CONNECTICUT AVENUE, NW, SUITE 950			
3. Principal Place of Business (if different from line 2) City: WASHINGTON		State/Zip (or Country) DC 20006	
4. Contact Name FRANKIE L. TRULL	Telephone (202) 776-0071	E-mail (optional) fltrull@poldir.com	5. Senate
7. Client Name <input type="checkbox"/> Self NESTLE PURINA PETCARE CO.			6. House

TYPE OF REPORT 8. Year 2005 Midyear (January 1-June 30) ☒ OR Year End (July

9. Check if this filing amends a previously filed version of this report ☐

10. Check if this is a Termination Report ☐ ⇨ Termination Date _____

11. No Lot

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms	13. Organizations
INCOME relating to lobbying activities for this reporting period was:	EXPENSES relating to lobbying activities for the period were:
Less than \$10,000 <input type="checkbox"/>	Less than \$10,000 <input type="checkbox"/>
\$10,000 or more <input checked="" type="checkbox"/> ⇨ \$ 20,000.00 Income (nearest \$20,000)	\$10,000 or more <input type="checkbox"/> ⇨ \$ _____ Expenses (nearest \$20,000)
Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).	14. REPORTING METHOD. Check box to indicate accounting method. See instructions for descriptive
	<input type="checkbox"/> Method A. Reporting amounts using LDA de
	<input type="checkbox"/> Method B. Reporting amounts under section Internal Revenue Code
	<input type="checkbox"/> Method C. Reporting amounts under section Internal Revenue Code

Signature

Frankie L. Trull

Printed Name and Title

FRANKIE L. TRULL, PRESIDENT

Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE C

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each information as requested. Attach additional page(s) as needed.

15. General issue area code AGR (one per page)

16. Specific lobbying issues

Pet food exports
Pet food labeling
Pet Food ingredients

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

U. S. House of Representatives
U. S. Senate
USDA
FDA
USTR
White House

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Signature Frankie L. Trull Date August 1,

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

0000420798



Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE CO

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each information as requested. Attach additional page(s) as needed.

15. General issue area code ANI (one per page)

16. Specific lobbying issues

Animal health
Biotech
Pet food issues

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

U. S. House of Representatives
U. S. Senate
USDA
FDA

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Signature Frankie L. Trull Date August 12, 2009

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

1000420799



Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE C

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each information as requested. Attach additional page(s) as needed.

15. General issue area code TRD (one per page)

16. Specific lobbying issues

WTO
Codex Alimentarius
FTA negotiations

17. House(s) of Congress and Federal agencies contacted ☐ Check if None

U. S. House of Representatives
U. S. Senate
USDA
FDA
USTR
White House

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

19. Interest of each foreign entity in the specific issues listed on line 16 above ☒ Check if None

Signature Frankie L. Trull Date August 12,
Printed Name and Title FRANKIE L. TRULL, PRESIDENT



Registrant Name POLICY DIRECTIONS INC. Client Name NESTLE PURINA PETCARE C

LOBBYING ACTIVITY. Select as many codes as necessary to reflect the general issue areas in which engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each information as requested. Attach additional page(s) as needed.

15. General issue area code FOO (one per page)

16. Specific lobbying issues

FDA regulation of pet food

17. House(s) of Congress and Federal agencies contacted

☐ Check if None

U. S. House of Representatives
U. S. Senate
USDA
FDA

18. Name of each individual who acted as a lobbyist in this issue area

Name	Covered Official Position (if applicable)
FRANKIE L. TRULL	
STEVE KOPPERUD	

19. Interest of each foreign entity in the specific issues listed on line 16 above

☒ Check if None

Signature Frankie L. Trull Date August 12,

Printed Name and Title FRANKIE L. TRULL, PRESIDENT

0000420801

