

| | |
|---|--|
| 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 |
|---|--|

RECEIVED
SECRETARY OF THE SENATE
PUBLIC RECORDS

05 AUG 12 PM 1:46

LOBBYING REPORT

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

| | | | |
|--|----------------|-------------------|------------------------|
| 1. Registrant Name Van Scoyoc Associates, Inc. | | | |
| 2. Address <input type="checkbox"/> Check if different than previously reported 101 Constitution Avenue, NW, Suite 600 West | | | |
| 3. Principal Place of Business (if different from line 2) City: Washington State/Zip (or Country) DC | | | |
| 4. Contact Name | Telephone | E-mail (optional) | 5. Senate ID # |
| Lendell Porterfield | (202) 638-1950 | | 39837- |
| 7. Client Name <input type="checkbox"/> Self Prudential Financial | | | 6. House ID # 32802 |

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

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 Lobbying

INCOME OR EXPENSES - Complete Either Line 12 OR Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000

\$10,000 or more ⇨ \$ 40,000.00
Income (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).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000

\$10,000 or more ⇨ \$ _____
Expenses (nearest \$20,000)

14. REPORTING METHOD. Check box to indicate accounting method. See instructions for description of

Method A. Reporting amounts using LDA definiti

Method B. Reporting amounts under section 6033 Internal Revenue Code

Method C. Reporting amounts under section 162 Internal Revenue Code

Signature

Printed Name and Title Lendell Porterfield, Vice President

LD-2 (REV. 6/98)

P:

Registrant Name Van Scoyoc Associates, Inc. Client Name Prudential Financial

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

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

16. Specific lobbying issues

Monitor privacy issues.
Federal insurance issues.

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

U.S. House of Representatives
United States Senate

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

| Name | Covered Official Position (if applicable) |
|-----------------------|---|
| Lendell Porterfield | |
| Dawn Sears Callaghan | |
| H. Stewart Van Scoyoc | |
| | |
| | |
| | |
| | |
| | |

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

Signature _____ Date 8/12/2005

Registrant Name Van Scoyoc Associates, Inc. Client Name Prudential Financial

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

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

16. Specific lobbying issues

Monitor privacy issues.
Federal insurance issues.

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

U.S. House of Representatives
United States Senate

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

| Name | Covered Official Position (if applicable) |
|-----------------------|---|
| Lendell Porterfield | |
| Dawn Sears Callaghan | |
| H. Stewart Van Scoyoc | |
| | |
| | |
| | |
| | |
| | |
| | |

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

Signature _____ Date 8/12/2005

Printed Name and Title Lendell Porterfield, Vice President

Form LD-2 (Rev. 6/98)

Page

Registrant Name Van Scoyoc Associates, Inc. Client Name Prudential Financial

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

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

16. Specific lobbying issues

Monitor privacy issues.
Federal insurance issues.

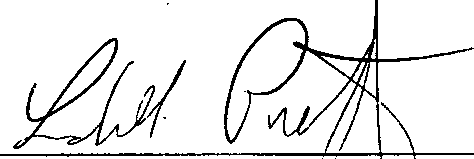
17. House(s) of Congress and Federal agencies contacted Check if None

U.S. House of Representatives
United States Senate

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

| Name | Covered Official Position (if applicable) |
|-----------------------|---|
| Lendell Porterfield | |
| Dawn Sears Callaghan | |
| H. Stewart Van Scoyoc | |
| | |
| | |
| | |
| | |
| | |

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

Signature  Date 8/12/2005

Printed Name and Title Lendell Porterfield, Vice President

Form LD-2 (Rev. 6/98)

Page __