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Federal Election Commission
Office of General Counsel
999 E Street, NW
Washington, DC 20463

RECEIVED
FEDERAL ELECTION
COMMISSION

2010 JUL 29 AM 11:47

OFFICE OF GENERAL
COUNSEL

COMPLAINANT:

Mr. Todd Bradford

Phoenix, AZ 85013

MUR #

6335

Dear Counsel:

This letter shall serve as my official complaint against the Moak for Congress committee ("Moak") (ID C0047845) for violation of Federal Election Law under the Commission's jurisdiction. Specifically, it is asserted that Moak has repeatedly failed to include proper disclosures on his advertising pursuant to 11 CFR §110.11 (2 U.S.C.A. § 441d).

Included with this complaint are four pieces of mail, all purporting to be sent from the same address listed as the Moak campaign headquarters, without proper disclosure identification as to who paid for the mail piece, and in some cases, with no disclosure at all.

I have identified each mail piece by placing a white sticker on the material with a number.

1. Mailer No. 1 Fails To Have Any Disclosure Marking Whatsoever.

This mailer is an invitation to a neighborhood meeting with candidate Steve Moak, and the return address reflects the same address as the Moak for Congress campaign headquarters.

This is a mass mailing pursuant to 11 CFR §100.27. Mass mailings are "public communications" under §100.26, and, as such, are required to contain a disclosure as to the source of the funds which paid for their printing. The proper disclosure for this mail piece should include the text "Paid for by Moak for Congress," along with the appropriate type set and other visual requirements. No such language exists on this mailer whatsoever, and this complete disregard to the laws and regulations of our federal election system is deeply troubling.

2. Mailer No. 2 Fails To Have Any Disclosure Marking Whatsoever

This mass mailing is a letter to a voter "From the Desk of Debbie Moak"—the wife of the candidate. The three-page-letter, envelope, and the return-reply card (including pre-paid postage) all express no disclaimer whatsoever as to what or who paid for their printing and postage.

This is a mass mailing pursuant to 11 CFR §100.27. Mass mailings are "public communications" under §100.26, and, as such, are required to contain a disclosure as to the source of the funds which paid for their printing. The proper disclosure for this mail piece should include the text "Paid for by Moak for Congress," along with the appropriate type

set and other visual requirements. No such language exists on this mailer whatsoever, and this complete disregard to the laws and regulations of our federal election system is deeply troubling.

3. Mailer No. 3 Has Improper Placing and Sizing of the "Paid for by" Disclosure

11 CFR § 110.11(c)(2)(i) requires that the font size of the disclaimer be at least 12-point type set. This font size appears to be less than that minimum size required by the regulation.

Additionally, § 110.11(c)(2)(ii) requires that the disclaimer be printed "in a box set apart from the other contents of the communication." The disclaimer printed on this piece is not set apart from "the other contents of the communication." Rather, the disclaimer is found on the middle of an image near the center of the mailer itself. It is not set apart—it is integrated within an image of the mail piece.

4. Mailer No. 4 Does Not Have a Box Around Disclaimer

11 CFR § 110.11(c)(2)(ii) requires that the disclaimer be printed "in a box set apart from the other contents of the communication." The disclaimer printed on this piece does *not* have a box around the text. The purpose of the requirement is to help readers of the mail identify the committee or individual who paid for its production. By not including the box around the disclaimer, it is increasingly difficult for members of the public to identify who has published the piece.

5. Mailer No. 5 Fails To Have Any Disclosure Marking Whatsoever

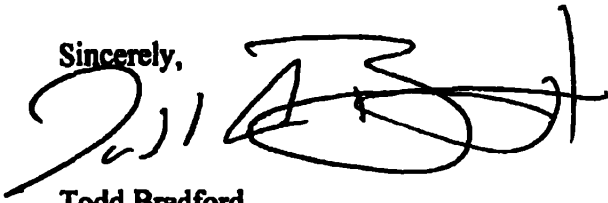
The mailer expresses no disclaimer whatsoever as to what or who paid for their printing and postage.

This is a mass mailing pursuant to 11 CFR §100.27. Mass mailings are "public communications" under §100.26, and, as such, are required to contain a disclosure as to the source of the funds which paid for their printing. The proper disclosure for this mail piece should include the text "Paid for by Moak for Congress," along with the appropriate type set and other visual requirements. No such language exists on this mailer whatsoever, and this complete disregard to the laws and regulations of our federal election system is deeply troubling.

These five examples of complete disregard of the election laws of the United States are apparent, blatant, and irrefutable. I respectfully request that the Commission investigate these violations and hold the Moak for Congress campaign accountable.

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Sincerely,



Todd Bradford

NOTARY FORM

STATE OF Arizona

COUNTY OF Maricopa

I, Christie France, a Notary Public, do hereby certify that on this
23 day of July, 2010, personally appeared before me Todd Bradford known
to me to be the person whose name is subscribed to the foregoing instrument, and swore and
acknowledged to me that he executed the same for the purpose and in the capacity therein
expressed, and that the statements contained therein are true and correct.

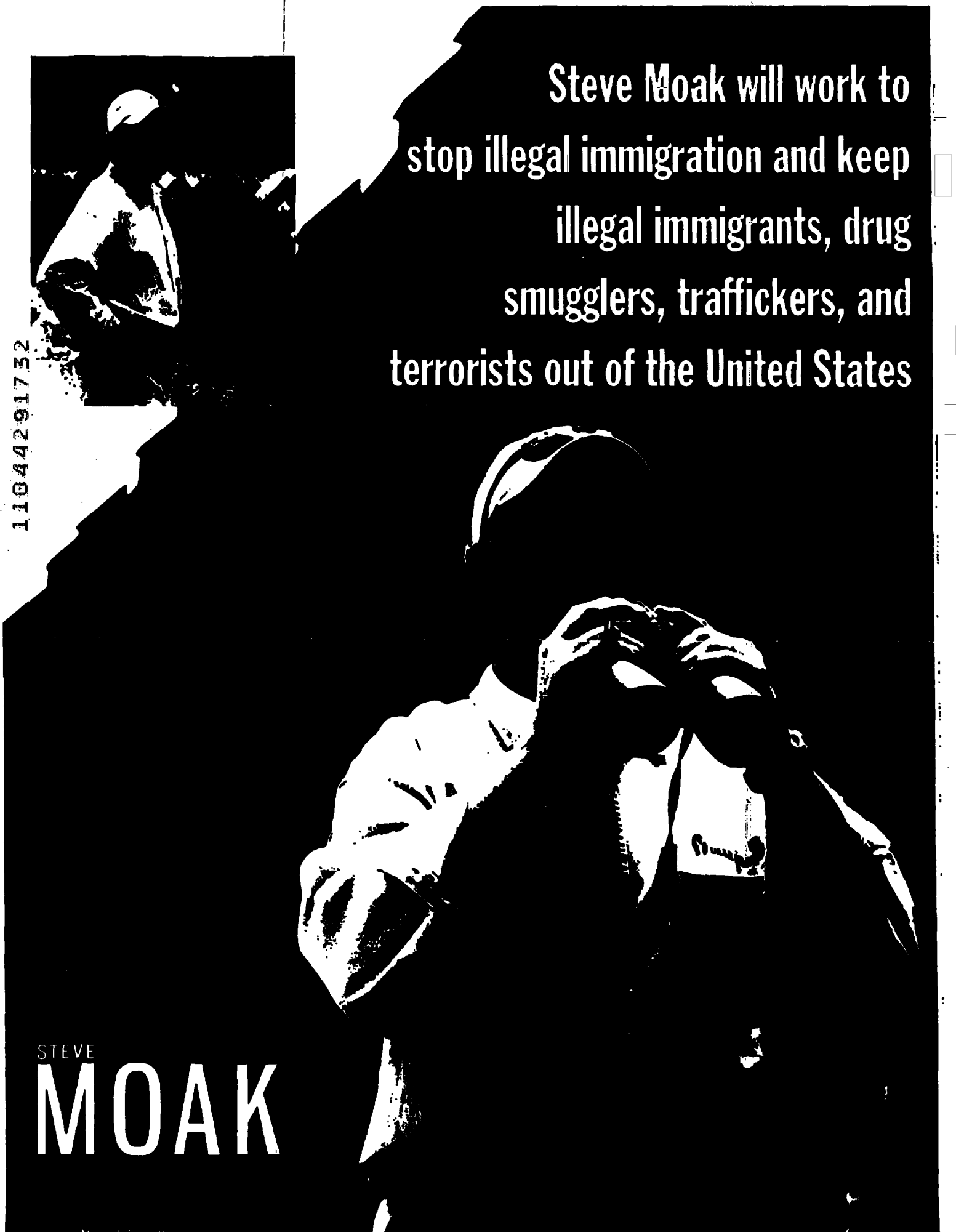
Christie France

Notary Public, State of Arizona

Name, Typed or Printed: Christie France
My Commission Expires: 9-24-2010



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Steve Moak will work to
stop illegal immigration and keep
illegal immigrants, drug
smugglers, traffickers, and
terrorists out of the United States

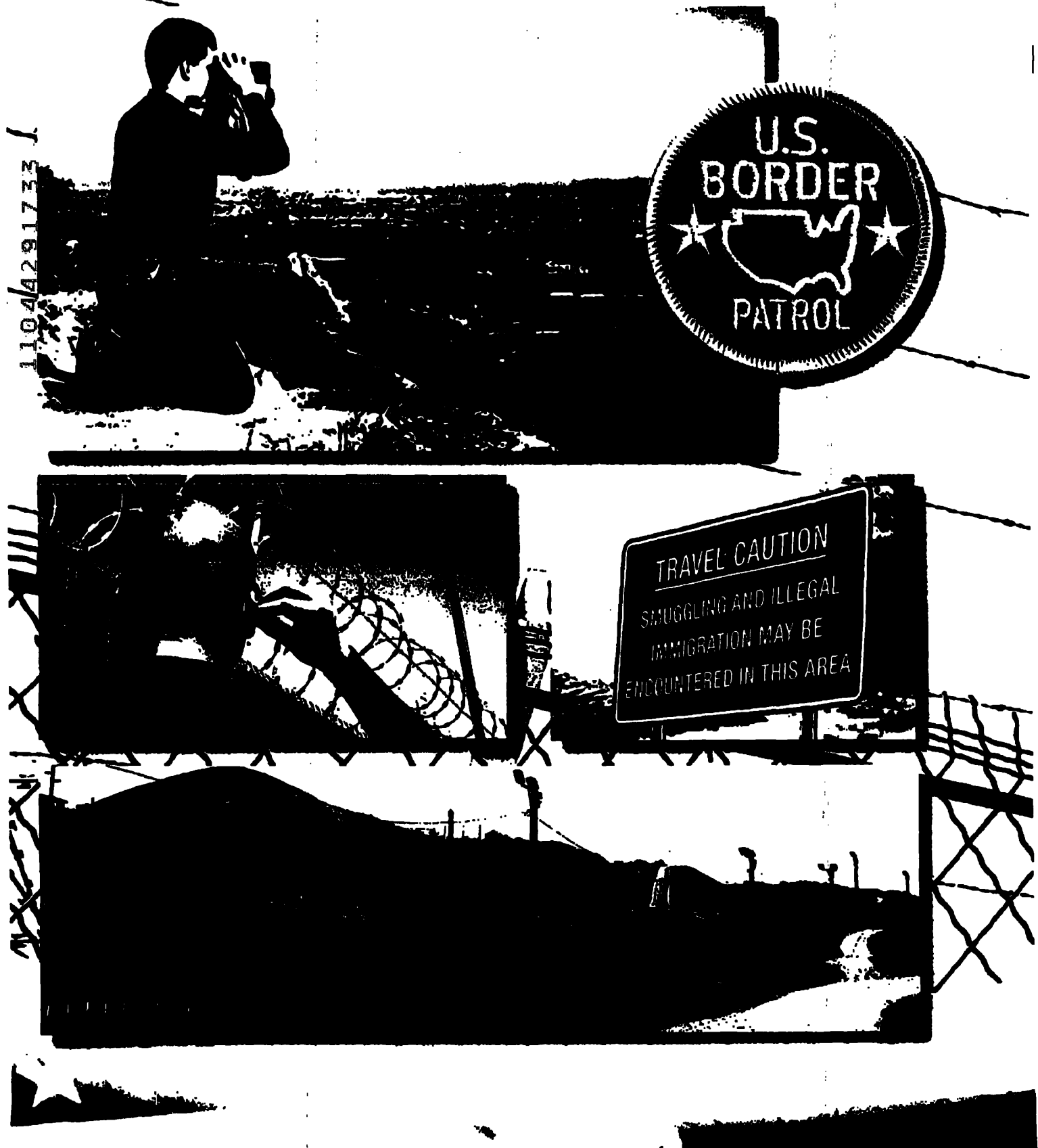
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STEVE

MOAK

www.MoakForCongress.com

The Right Approach to Se



Securing the Border...NOW!

Steve Moak supports Sen. Jon Kyl's plan to deploy more National Guard troops at the border, along with new surveillance, extended fencing, additional agents, and every tool law enforcement needs to do the job. He will also demand that Washington uphold the Constitution by securing the border.

STEVE
MOAK
CONGRESS



Steve Moak...

Family Man, Businessman and Community Champion



Paid for by Moak for Congress

Twenty years ago, Steve Moak and his family loaded up a big yellow moving van and headed west to chase the American dream. They didn't have much when they arrived in Arizona. The Moaks used their entire savings to invest in a business idea Steve had for a customer service company.

ProMark One started small, but quickly expanded to more than 2,500 employees. Steve built the company on integrity and relationships, and his

commitment to these ideals helped ProMark One become one of the country's most successful small businesses.

As a successful entrepreneur, Steve Moak has created hundreds of jobs right here in Arizona. As a husband and father, he has spent countless hours making Arizona a better place to live. Steve has helped children and families fight illegal drugs through NotMyKid — a nonprofit he and his wife Debbie founded. In addition, he serves on numerous

local nonprofit organization boards, and was appointed by President George W. Bush to serve on the President's Advisory Commission on Drug-Free Communities in 2004.

For years, Steve Moak has contributed to our economy and community. In the process, he has created jobs and changed thousands of lives. Now, he's running for Congress, where he can provide Arizona and America with the unique insights he has gained in life and in business.

STEVE
MOAK
CONGRESS

www.MoakForCongress.com

PO BOX 462
18648 N. Tetum Blvd., Ste 200
Phoenix, AZ 85028

*****AUTO**5-DIGIT 85018
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PRESORT STANDARD
US POSTAGE
PAID
PHOENIX, AZ 85028
PERMIT NO. 1406

A Businessman, not a Politician

Dear [REDACTED]

I invite you to join me on Wednesday, July 14, at El Chorro Lodge.

I've logged dozens of hours speaking to fellow Republicans about why we need a new approach in Washington.

As a businessman, I've created jobs and I understand the importance of balancing a budget. That's the kind of conservative leadership and experience we need representing Arizona's 3rd District.

I know you also have ideas about how Congress can better serve us. Here's your chance to tell me exactly what's on your mind.

Join me for this neighborhood meeting and make your voice heard!

When: Wednesday, July 14, 2010

Where: El Chorro Lodge

Address: 5550 East Lincoln Drive, Paradise Valley Arizona

Time: 6:00 – 7:00 PM

Complimentary refreshments will be provided.

Please RSVP to:

480-663-2487 or rsvp@moakforcongress.com by July 13, 2010

STEVE

MOAK
CONGRESS

www.moakforcongress.com

PO BOX 482

10845 N. Tatum Blvd., Ste 200

Phoenix, AZ 85028



We look forward to seeing you there – and be sure to bring along a family member, friend, or neighbor!

*“Join me for a
neighborhood
meeting...”*

STEVE

MOAK

CONGRESS

www.MoakForCongress.com

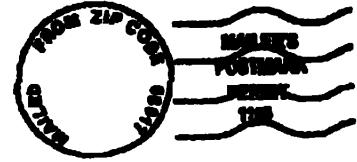


*See other side for
Details Times*

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2

[REDACTED]



AUTO



STEVE
MOAK
CONGRESS
www.MoakForCongress.com

- ☐ Yes Steve, you can count on my support!
- ☐ Please contact me about volunteering to help
- ☐ Send me a yard sign
- ☐ Enclosed is a contribution to Moak for Congress for \$_____

Name _____
Email Address _____ Phone number _____
Street _____
City _____ State _____ Zip _____
Comments or Recommendations _____

From the Desk of Debbie Moak

10645 North Tatum Boulevard, Suite 200 Phoenix, Arizona 85028

Dear Friend,

Twenty-eight years ago, as Steve and I loaded up our two boys for a trip in our old, beat-up 1965 Buick Skylark with missing floorboards, I asked him a scary question:

"Honey, do you know that we're living at the poverty level right now?"

We had heard on the radio that the poverty level for a family of four in 1982 was \$9,362. I did the math in my head, and that's just about what we expected to make that year.

Steve looked at my worried face and responded kindly, reassuring me, "Yes, I know ... but we're doing something about it, and that's what matters. I promise you that I'll do all I can to make our life better."

Many young couples start off without much, and that's how it was for Steve and me. Neither one of us knew what to expect when we began our new life together.

What I did know is this: I had married a man with an incredible work ethic — a man of character and action who kept his promises and inspired others to be better.

When I met Steve Moak, he was stocking groceries at the local A&P supermarket. It sounds silly, but ours was truly "love at first sight," and we soon became college sweethearts.

Since that time — and since that worried question I posed to him before we moved to Arizona — he has fulfilled on his promise and then some.

Steve has exceeded my expectations as a husband and father. Thirty-five years ago, that young college boy who was stocking groceries was the hardest working kid I'd ever met. Thankfully, he stayed that way.

As I look back on our life together, Steve's accomplishments illustrate that faith, hard work, and doing good for others are the true ingredients for an American success story.

We all know that the past two years have been difficult to watch as our country loses its direction. For Steve, it's been excruciating.

I've watched my husband follow politics since we were married. I've also watched him work hard to make our community better at the local level. As a successful entrepreneur, Steve has created hundreds of jobs in Arizona. As a community leader, he's served on nonprofit boards and has volunteered for organizations like the United Way, the Dorrance Family Foundation, and Social

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Venture Partners of Arizona. He was also instrumental in building Young Life's Lost Canyon Camp — an incredible resource for children and families in Arizona.

Steve and I even founded our own organization in 2000 after illegal drugs touched our family. NotMyKid, Inc. is a nonprofit dedicated to inspiring positive life choices. We've helped thousands of kids reject drugs and rebuild their lives through prevention and education on drug abuse, Internet safety, eating disorders, and bullying.

Then, Steve decided to take his passion for fighting drug abuse to a new level. After we founded NotMyKid, he acquired First Check, a home diagnostic company with expertise in home drug testing. Steve expanded retail distribution to make home drug testing available to parents nationwide. His success was recognized with an appointment to President Bush's Advisory Commission on Drug-Free Communities in 2006.

While some people would be content with these amazing accomplishments, Steve wanted to do even more. He came to me earlier this year and asked, "Debbie, do you think I would make a good Congressman?"

What an impossible question to answer... I always thought Steve's leadership, work ethic, and character are just what Washington needs. But I also know that politics is too-often a dirty business.

I told Steve no, it would be too hard. It would be too public. Our lives would be turned upside down.

Most concerning to me, this amazing man would be attacked by complete strangers for his success and accomplishments. In today's negative and cynical world, the naysayers would never believe that Steve was a true American success story who used to drive his family around in an old 1965 Buick with rusted out floorboards.

But deep down inside, I knew that Steve Moak would be the best Congressman that Arizona had ever seen.

That night, Steve and I spoke about my concerns. I decided to leave it in God's hands, and I asked Him to give me a clear sign. I prayed for Him to either open the doors wide for Steve, or slam them shut so we would know for certain the path.

Over the next few weeks, Steve listened to his heart and asked hundreds of people what they wanted in their next Congressman. He received very positive feedback, and we both saw the need for experienced, bold leadership on behalf of Arizona's 3rd District.

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When we met with our friends, they agreed. And then, after hearing Steve's passionate plea to take his public service to the next level, one of them said...

"Steve, if you want to serve the people of Arizona in Congress, the door is wide open for you."

That was the green light — the clarity of direction — we had prayed for. I began to cry.

Now that we've had a chance to talk to the people of Arizona's 3rd District, Steve and I understand what needs to be done. For years, Steve has served our community at the local level and has changed thousands of lives. Now he has been called to a higher level of service where he can provide Arizona and America with the unique experience he has gained in life and in business.

Thirty-five years later, I'm still in love with this hard-working supermarket stock boy who chased the American dream. I truly believe that Steve Moak is the one candidate for Congress who is the right man, at the right time, for the right reason.

I invite you to join me in supporting this man of character and results. If you'd like to contribute or get involved as a volunteer, we welcome you with open arms. Just send back the enclosed reply card and become part of our campaign.

Please also remember to mark your calendar for primary election day on **Tuesday, August 24th**. Be sure to cast your vote and make your voice heard.

On behalf of Steve and the campaign, thank you for your time and interest. Please forward this letter to your friends by emailing them this link: <http://www.moakforcongress.com/Debbie>

With warmest regards,


Debbie Moak

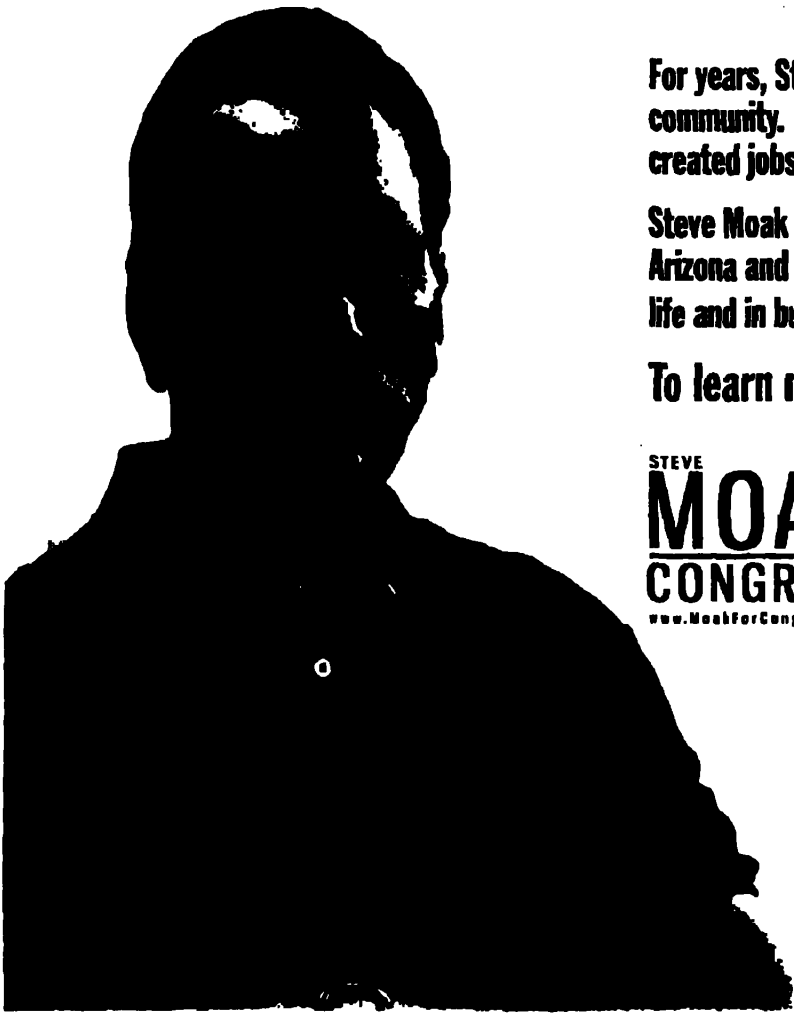
P.S. — I've known this man for 35 years, and Steve Moak does not disappoint. I'll admit that some things have changed since we got married... Our two wonderful boys are all grown up, and we no longer drive that old Buick with the missing floorboards. Through the years, Steve's work ethic, positive attitude, and commitment to the community has never wavered. He sets his mind to something and gets results. That's the kind of experienced and successful leader we need representing Arizona in Congress!

3

11044291742



Family Man • Businessman • Community Champion



For years, Steve Moak has contributed to our economy and community. As a successful Arizona business owner, he has created jobs and changed thousands of lives.

Steve Moak is now running for Congress, where he can provide Arizona and America with the unique insights he has gained in life and in business.

To learn more, visit: www.moakforcongress.com

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www.MoakForCongress.com

PO BOX 482
10645 N. Tatum Blvd., Ste 200
Phoenix, AZ 85028



*****AUTO**5-DIGIT 85018
T5 P4



Steve Moak's Balanced Budget Pledge.

4

*"If the federal
budget isn't
balanced in six
years, then I'm
coming home. It's
the only way I
know to hold an
Elected Official
accountable."*

Steve Moak

STEVE
MOAK

STEVE
MOAK
CONGRESS

www.MoakForCongress.com
PO BOX 482
10645 N. Tatum Blvd., Ste 200
Phoenix, AZ 85028



POSTAGE WILL BE PAID BY ADDRESSEE
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FROM THE DESK OF
STEVE MOAK

As a citizen, I believe in term limits.

As a businessman, I believe in results and accountability.

That's why I'm making this pledge to voters in Arizona. Elect me to Congress, and if the federal budget isn't balanced in six years, then I will come home.

That's it. No fine print, no gimmicks. If the budget isn't balanced in six years, then I'm out of a job.

Other candidates won't make that commitment because, deep down, they all want to be congressmen-for-life. And that's part of the problem.

We aren't going to change Washington until we change the type of people we send there.

Steve Moak
Republican Candidate
for Congress

countability.
Results, not Words.
A Business Approach.

STEVE
MOAK