CALIFORNIA FORM 700 FAIR POLITICAL PRACTICES COMMISSION A PUBLIC DOCUMENT

STATEMENT OF ECONOMIC INTERESTS RECEIVED Date Received CITY OF LAKE FURTHER COVER PAGE COVER PAGE CITY CLERK'S CITYCLE

Please type or print in ink.

NAME OF FILER (LAST)	(FIRST) 12 MAR 27(MIDA) 34	
Herzog, Peter		
1. Office, Agency, or Court		
Agency Name		
City Council	Council Member	
Division, Board, Department, District, if applicable	Your Position	
▶ If filing for multiple positions, list below or on an attachment.	3	
See attached	D. W.	
Agency:	Position:	
2. Jurisdiction of Office (Check at least one box)		
☐ State	☐ Judge or Court Commissioner (Statewide Jurisdiction)	
Multi-County	County of	
x City of Lake Forest	Other	
3. Type of Statement (Check at least one box)		
Annual: The period covered is January 1, 2011, through December 31, 2011.	Leaving Office: Date Left	
The period covered is/, throug December 31, 2011.	The period covered is January 1, 2011, through the date of leaving office.	
Assuming Office: Date assumed/	The period covered is/, through the date of leaving office.	
Candidate: Election Year Office sought, if	f different than Part 1:	
4. Schedule Summary	_	
Check applicable schedules or "None." ► To	otal number of pages including this cover page:3	
Schedule A-1 - Investments - schedule attached	Schedule C - Income, Loans, & Business Positions – schedule attached	
Schedule A-2 - Investments – schedule attached	Schedule D - Income - Gifts - schedule attached	
Schedule B - Real Property – schedule attached	Schedule E - Income - Gifts - Travel Payments - schedule attached	
-Or-	ateracts on any schedula	
None - No reportable interests on any schedule		
5. Verification MAILING ADDRESS STREET CITY	70.000	
MAILING ADDRESS STREET CITY (Business or Agency Address Recommended - Public Document)	STATE ZIP CODE	
25550 Commercentre Drive, Suite 100, DAYTIME TELEPHONE NUMBER	Lake Forest, CA 92630 E-MAIL ADDRESS (OPTIONAL)	
(949 461-3400		
I have used all reasonable diligence in preparing this statement. I have reherein and in any attached schedules is true and complete. I acknowled	eviewed this statement and to the best of my knowledge the information contained dge this is a public document.	
I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.		
Date Signed 3/20/(2_(month, day, year)	Signature(File the originally signed statement with you filling official.)	
,,	i signanj signos accomentant jour ming ometa.j	

SCHEDULE A-2 Investments, Income, and Assets of Business Entities/Trusts

(Ownership Interest is 10% or Greater)

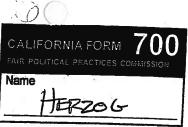


► 1. BUSINESS ENTITY OR TRUST	► 1. BUSINESS ENTITY OR TRUST
8	
Name HERZOG CONSULTING	Name
Address (Business Address Acceptable)	Address (Business Address Acceptable)
Check one Trust, go to 2 Business Entity, complete the box, then go to 2	Check one Trust, go to 2 Business Entity, complete the box, then go to 2
GENERAL DESCRIPTION OF BUSINESS ACTIVITY ATTORIEY GOVERNMENTA FELETION FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	GENERAL DESCRIPTION OF BUSINESS ACTIVITY FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
\$2,000 - \$10,000	□ \$2,000 - \$10,000
NATURE OF INVESTMENT Sole Proprietorship Partnership Other YOUR BUSINESS POSITION RINCEPAL	NATURE OF INVESTMENT Sole Proprietorship Partnership Other YOUR BUSINESS POSITION
▶ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)	➤ 2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)
☐ \$0 - \$499 ☐ \$10,000 ☐ \$500 - \$1,000 ☐ \$VER \$100,000 ☐ \$1,001 - \$10,000	\$0 - \$499
LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR, MORE (Attach a separate sheet if necessary.)	▶ 3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary.)
TALLEY + AUSOCIATES	
➤ 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST	► 4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD BY THE BUSINESS ENTITY OR TRUST
Check one box:	Check one box:
☐ INVESTMENT ☐ REAL PROPERTY	☐ INVESTMENT ☐ REAL PROPERTY
Name of Business Entity or Street Address or Assessor's Parcel Number of Real Property	Name of Business Entity or Street Address or Assessor's Parcel Number of Real Property
Description of Business Activity or City or Other Precise Location of Real Property	Description of Business Activity or City or Other Precise Location of Real Property
FAIR MARKET VALUE IF APPLICABLE, LIST DATE:	FAIR MARKET VALUE IF APPLICABLE, LIST DATE:
\$2,000 - \$10,000 \$10,001 - \$100,000 \$10,001 - \$100,000	\$2,000 - \$10,000 \$10,001 - \$100,000 \$\frac{1}{2}\$
\$10,001 - \$1,000,000 ACQUIRED DISPOSED Over \$1,000,000	\$100,001 - \$1,000,000 ACQUIRED DISPOSED Over \$1,000,000
NATURE OF INTEREST Property Ownership/Deed of Trust Stock Partnership	NATURE OF INTEREST Property Ownership/Deed of Trust Stock Partnership
Leasehold Other	Leasehold Other
Check box if additional schedules reporting investments or real property are attached	Check box if additional schedules reporting investments or real property are attached
Comments:	FPPC Form 700 (2010/2011) Sch. A-2



SCHEDULE C Income, Loans, & Business Positions

(Other than Gifts and Travel Payments)



➤ 1. INCOME RECEIVED	► 1. INCOME RECEIVED
NAME OF SOURCE OF INCOME	NAME OF SOURCE OF INCOME
LPL TNANCIAL	
ADDRESS (Business Address Acceptable)	ADDRESS (Business Address Acceptable)
2192 DUPONT DR. TRVINE, CA BUSINESS ACTIVITY, IF ANY, OF SOURCE PORCE PORCE	(Lamber / Marcha / Hoseptable)
BUSINESS ACTIVITY, IF ANY, OF SOURCE	BUSINESS ACTIVITY, IF ANY, OF SOURCE
FINANCIAE PLANNING	The state of the s
YOUR BUSINESS POSITION	YOUR BUSINESS POSITION
MONE	T SSTATION
GROSS INCOME RECEIVED	GROSS INCOME RECEIVED
☐ \$500 \$1,000 ☐ \$1,001 - \$10,000	11 —
10,001 - \$100,000 OVER \$100,000	☐ \$500 - \$1,000 ☐ \$1,001 - \$10,000 ☐ \$10,001 - \$100,000 ☐ OVER \$100,000
CONSIDERATION FOR WHICH INCOME WAS RECEIVED	
Spouse's or registered domestic partner's income	CONSIDERATION FOR WHICH INCOME WAS RECEIVED
☐ Loan repayment ☐ Partnership	Salary Spouse's or registered domestic partner's income
C Pardership	Loan repayment Partnership
Sale of(Real property, car, boat, etc.)	Sale of
a	(Real property, car, boat, etc.)
Commission or Rental Income, list each source of \$10,000 or more	Commission or Rental Income, list each source of \$10,000 or more
C 04	
(Describe)	Other(Describe)
* · · · · · · · · · · · · · · · · · · ·	(Jequille)
▶ 2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERI	OD .
You are not required to report loans from commercial ler retail installment or credit card transaction, made in the members of the public without regard to your official star regular course of business must be disclosed as follows	nding institutions, or any indebtedness created as part of a lender's regular course of business on terms available to tus. Personal loans and loans received not in a lender's :
NAME OF LENDER*	INTEREST RATE TERM (Months/Years)
<u></u>	_
ADDRESS (Business Address Acceptable)	% None
· · · · · · · · · · · · · · · · · · ·	SECURITY FOR LOAN
BUSINESS ACTIVITY, IF ANY, OF LENDER	☐ None ☐ Personal residence
	Real Property
HIGHEST BALANCE DURING REPORTING PERIOD	Street address
\$500 - \$1,000	
\$1,001 - \$10,000	City
\$10,001 - \$100,000	Guarantor
OVER \$100,000	_
w w	Other(Describe)
5.	formal such
Comments:	
3	