

Complaint Description

Andrew Saturn reported via the portal (Thu, 14 Mar 2019 at 3:57 PM)

In an email dated Feb 16, 2019 (attached), Joe Hyer of Percival Consulting, the campaign manager for Linda Oosterman's 2018 campaign, stated:

"I show 100 color copies of strips, total \$27.22 these weren't quite thick enough paper, though we used them, then printed larger, on card stock the next week, with \$47.91 invoice total. I also has \$13.38 in postage/envelope to mail them out to a PCO in West County."

This alone is nearly \$100 in non-union printing, labor and material expenses, with an unknown value (due to lack of records of how many were sent in total). Joe Hyer's Percival Consulting invoice #683 dated 10/28/2018 (attached) shows he was reimbursed \$88.51 (in addition to \$1,000 in other expenses) for a total of \$1,088.51.

The email also confirms that a campaign contribution solicitation letter with Linda Oosterman's signature was in fact produced by the campaign, but Joe Hyer says he does not know if this was ever used.

Linda Oosterman's C4 #100877021 illegally reports a lump sum under the description "advertising." This expenditure included Facebook advertising as well as printed advertising, printing, postage, and labor. None of these details were reported.

If Joe Hyer and/or Percival Consulting want to claim that *they, not Linda Oosterman*, requested these ads on behalf of the campaign, then Linda Oosterman is in violation of 42.17A.235 and/or 42.17A.310 for not disclosing the suggested/requested advertising from Joe Hyer and Percival Consulting.

Oostermen Invoice - Oct 14 - Facebook Ads.pdf
69.9 KB

Oosterman Invoice - Sept Facebook.pdf
70.17 KB

Oosterman Invoice - Oct 28 - Advertising.pdf
72.19 KB

Oosterman Invoice - Oct 28 - Advertising - Revised Nov 4 - FINAL.pdf
72.24 KB

Joe_unaccountedfor_mailings.pdf

249.32 KB

What impact does the alleged violation(s) have on the public?

List of attached evidence or contact information where evidence may be found.

Emails and invoices from Joe Hyer of Percival Consulting, Linda Oosterman's campaign manager

"Strips" (electioneering communications or mailers) sent by Linda Oosterman's campaign in unknown quantities to an unknown number of voters

Donation solicitation letter sent by Linda Oosterman's campaign in unknown quantities to an unknown number of voters

List of potential witnesses with contact information to reach them.

Complaint Certification:

I certify (or declare) under penalty of perjury under the laws of the State of Washington that information provided with this complaint is true and correct to the best of my knowledge and belief.



Percival
Consulting Group

**120 State Avenue NE #1045
Olympia, WA 98501**

Invoice

Date	Invoice #
10/14/2018	671

Bill To
Re-Elect Linda Oosterman

P.O. No.	Terms	Due Date
Digital Ads		10/14/2018

Item	Description	Qty	Rate	Amount
Supplies	Facebook Advertising - 3 rotating ads, 10/7-10/14, \$50, \$50, and \$95.69	1	195.69	195.69
			Total	\$195.69



Percival
Consulting Group

**120 State Avenue NE #1045
Olympia, WA 98501**

Invoice

Date	Invoice #
9/19/2018	668

Bill To
Re-Elect Linda Oosterman

P.O. No.	Terms	Due Date
		9/19/2018

Item	Description	Qty	Rate	Amount
Reimb Group	Facebook P0st Boost - \$25 on 9/12, \$50 on 9/17, balance on 9/19		25.00	25.00
			50.00	50.00
Supplies	Total Reimbursable Expenses			75.00
	Balance of Initial Boost		24.92	24.92
			Total	\$99.92



Percival
Consulting Group

**120 State Avenue NE #1045
Olympia, WA 98501**

Invoice

Date	Invoice #
10/28/2018	683

Bill To
Re-Elect Linda Oosterman

P.O. No.	Terms	Due Date
	Due on receipt	10/28/2018

Item	Description	Qty	Rate	Amount
Reimb Group	100 color copies - campaign lit		27.22	27.22
	Lit Pieces to PCO for Doorbelling		13.38	13.38
	Color Copies- on Cardstock - Big STRIPS		47.91	47.91
	Total Reimbursable Expenses			88.51
Supplies	Facebook AD Boost - 10/19-10/26 - Debby Pattin Votes for Linda Video	1	200.00	200.00
Supplies	Facebook AD Boost - 10/27-11/6 - Debby Pattin votes for Linda Video	1	150.00	150.00
Supplies	Facebook AD Boost - 10/27-11/6 - Go With Oosterman - Version A	1	250.00	250.00
Supplies	Facebook AD Boost - 10/27-11/6 - Go with Oosterman - Version B	1	250.00	250.00
Supplies	Olympian Digital Advertising - 50,000 additional impressions - 10/29-11/6	1	500.00	500.00
			Total	\$1,438.51



Percival
Consulting Group

**120 State Avenue NE #1045
Olympia, WA 98501**

Invoice

Date	Invoice #
10/28/2018	683

Bill To
Re-Elect Linda Oosterman

P.O. No.	Terms	Due Date
	Due on receipt	10/28/2018

Item	Description	Qty	Rate	Amount
Reimb Group	100 color copies - campaign lit		27.22	27.22
	Lit Pieces to PCO for Doorbelling		13.38	13.38
	Color Copies- on Cardstock - Big STRIPS		47.91	47.91
	Total Reimbursable Expenses			88.51
Supplies	Facebook AD Boost - 10/19-10/26 - Debby Pattin Votes for Linda Video	1	200.00	200.00
Supplies	Facebook AD Boost - 10/27-11/6 - Debby Pattin votes for Linda Video	1	124.79	124.79
Supplies	Facebook AD Boost - 10/27-11/6 - Go With Oosterman - Version A	1	92.25	92.25
Supplies	Facebook AD Boost - 10/27-11/6 - Go with Oosterman - Version B	1	82.96	82.96
Supplies	Olympian Digital Advertising - 50,000 additional impressions - 10/29-11/6	1	500.00	500.00
			Total	\$1,088.51



Andrew Saturn <saturn@gmail.com>

Invoice #683

Joe Hyer <joexhyer@gmail.com>
To: Andrew Saturn <saturn@gmail.com>

Sat, Feb 16, 2019 at 11:29 AM

Mr. Saturn-

I show 100 color copies of strips, total \$27.22- these weren't quite thick enough paper, though we used them, then printed larger, on card stock the next week, with \$47.91 invoice total. I also has \$13.38 in postage/envelope to mail them out to a PCO in West County. I don't remember any significant quantity of that letter being produced- I was given a copy to review, but the candidate didn't have much of a mailing list that would work with this letter.

Joe Hyer, Proprietor
Percival Consulting Group - Washington Political Service
JoeXHyer@gmail.com

On Fri, Feb 15, 2019 at 4:36 PM Andrew Saturn <saturn@gmail.com> wrote:

Joe-

Thanks for volunteering this information.

Within invoice #683 you list printed materials (campaign lit and cardstock "strips") delivered to PCOs (I assume Democratic). Was that referring to the following pieces?

Dear Friends,

I want to thank you for your support of my past six years as your Public Utility District Commissioner. It is with your support that we have made the PUD stronger and more viable within our community.

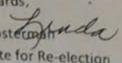
Now it is time to run again and I am humbly asking for your support. My accomplishments are many and I am asking you to help me continue my work for the next six years. Here are some facts to let you know we have been hard at work.

- **Doubled the number of water systems.** Our water utility has expanded from 140 water systems to 274. We now have 7,900 customers. In 2012 our annual budget was nearly 2 million. It is now 5 million.
- **Moved into our own facility for cost effective customer service and an improved working environment for our staff.** Conveniently located at 1230 Ruddlell – a stone's throw from St. Martins. Our field staff and Compliance and Planning are located by the airport.
- **Staff turnover has stopped.** We have increased from 12 to 25 highly qualified staff.
- **Rates have been standardized.** An asset management plan for replacing infrastructure is in place.

Water is the most important resource we have, and safe, plentiful and reliable water is the wisest investment we can make. Although our current focus is adding more water customers, we always look at new lines of service.

support me in my campaign to serve you for another six years by making a donation of \$50, \$100 or \$250. If you cannot contribute financially, placing a sign in your yard or volunteering at a campaign event would be sincerely appreciated.

Best Regards,


Linda Oosterlinck
Candidate for Re-election
Thurston PUD Commissioner, District 1



On Sat, Feb 9, 2019 at 5:16 PM joe Hyer <joexhyer@gmail.com> wrote:

Invoice #683 was originally transmitted on 10/28/18, listing all ads BOOKED with approved budgets. This was to comply with 10/29 PDC C4 filing- candidate approved and I booked Facebook and The Olympian Digital in these amounts.

This invoice also has \$88.51 for copying and mailing expenses for PCOs asking for something to doorbell with. The Mailbox bills my account, and I bill the campaign.

I revised the invoice and re-sent to the treasurer with final amounts on 11/7/18 - on 11/1, I cancelled the remaining days on all ads, and the campaign went digitally dark on Facebook. That cut the final cost of several ads, and the revised invoice reflects this.

Debby Pattin Votes for Linda Ad -

<https://fb.me/1WOjIQdR5LNCwcZ>

The first run of this at \$200 did so well 10/19-10/26, we ran it again. Stopping it 11/1 cut \$25.21 from original budget.

Go with Oosterman -

<https://fb.me/1KStlNJm3tLFXuu>

Version A&B is the same ad - different targets. These also were ended early on 11/1, and final cost came in lower than approved budget.

The last item on this invoice was an additional 50,000 impressions on the olympian.com - exact same rotating ads as run previous, I just had them turn on the campaign again, at a lower level.

Joe Hyer, Proprietor

Percival Consulting Group - Washington Political Service

JoeXHyer@gmail.com - 360-701-9384 mobile

120 State Ave NE #1045, Olympia WA 98501