

**STATE OF FLORIDA
FLORIDA ELECTIONS COMMISSION**

In Re: A New Direction for Florida

Case No.: FEC 20-400

TO: Mark Herron, Esquire
Messer Caparello, P.A.
PO Box 15579
Tallahassee, FL 32317

Division of Elections
500 S. Bronough Street, Room 316
Tallahassee, FL 32399

NOTICE OF VIRTUAL HEARING (AUTOMATIC FINE)

A hearing will be held in this case before the Florida Elections Commission on, **May 25, 2021, at 8:30 am EST**, or as soon thereafter as the parties can be heard.

Please note that because of COVID-19, this will be a virtual meeting conducted by remote video or teleconference. Enclosed you will find additional details on joining the video conference via GoToWebinar, **9-Digit Webinar ID 640938187** or via **teleconference by dialing (866) 901-6455** and entering the **meeting access code 278040912**, when prompted. **If you wish to speak before the Commission, you will need to appear by webcam and will be sworn in remotely.** Please be advised that the Commission will consider multiple cases, so you will need to wait until your case is considered. If you have any questions, please contact Commission staff at (850) 922-4539.

Failure to appear in accordance with this notice will constitute a waiver of your right to participate in the hearing. Continuances will be granted only upon a showing of good cause.

This hearing will be conducted pursuant to Section 106.25, Florida Statutes, which governs your participation as follows:

If you are the Respondent, you may attend the hearing, and you or your attorney will have *5 minutes* to present your case to the Commission. However, some cases (including those in which consent orders or recommendations for no probable cause are being considered) may be decided by an *en masse* vote and, unless you request to be heard or the Commission requests that your case be considered separately on the day of the hearing, your case will *not* be individually heard.

If you are the Complainant, you may attend the hearing, but you will *not* be permitted to address the Commission. In addition, some cases (including those in which consent orders or recommendations for no probable cause are being considered) may be decided by an *en masse* vote and, unless the Respondent requests to be heard or the Commission requests that the case be considered separately on the day of the hearing, the case will *not* be individually heard.

If you are an Appellant, and you have requested a hearing, you may attend the hearing, and you or your attorney will have *5 minutes* to present your case to the Commission.

Please be advised that both confidential and public cases are scheduled to be heard by the Florida Elections Commission on this date. As an Appellant, Respondent or Complainant in one case, you will *not* be permitted to attend the hearings on other confidential cases.

The Commission will electronically record the meeting. Although the Commission's recording is considered the official record of the hearing, the Respondent may provide, at his own expense, a certified court reporter to also record the hearing.

If you require an accommodation due to a disability, contact Donna Ann Malphurs at (850) 922-4539 or by mail at 107 West Gaines Street, The Collins Building, Suite 224, Tallahassee, Florida 32399, at least 5 days before the hearing.

See further instructions on the reverse side.

Tim Vaccaro
Executive Director
Florida Elections Commission
May 10, 2021

Please refer to the information below for further instructions related to your particular hearing:

If this is a hearing to consider **an appeal from an automatic fine**, the Filing Officer has imposed a fine on you for your failure to file a campaign treasurer's report on the designated due date and, by filing an appeal, you have asked the Commission to consider either (1) that the report was in fact timely filed; or (2) that there were unusual circumstances that excused the failure to file the report timely. You are required to prove your case. If the Commission finds that the report was filed timely or that there were unusual circumstances that excused the failure, it may waive the fine, in whole or in part. The Commission may reduce a fine after considering the factors in Section 106.265, Florida Statutes. If the Commission finds that the report was not timely filed and there were no unusual circumstances, the fine will be upheld.

If this is a hearing to consider a **consent order before a determination of probable cause has been made**, the Commission will decide whether to accept or reject the consent order. If the Commission accepts the consent order, the case will be closed and become public. If the Commission rejects the consent order or does not make a decision to accept or deny the consent order, the case will remain confidential, unless confidentiality has been waived.

If this is a hearing to consider a **consent order after a determination of probable cause has been made**, the Commission will decide whether to accept or reject the consent order. If the Commission accepts the consent order, the case will be closed. If the Commission rejects the consent order or does not make a decision to accept or deny the consent order, the Respondent will be entitled to another hearing to determine if the Respondent committed the violation(s) alleged.

If this is a **probable cause hearing**, the Commission will decide if there is probable cause to believe that the Respondent committed a violation of Florida's election laws. Respondent should be prepared to explain how the staff in its recommendation incorrectly applied the law to the facts of the case. *Respondent may not testify, call others to testify, or introduce any documentary or other evidence at the probable cause hearing.* The Commission will only decide whether Respondent should be *charged* with a violation and, before the Commission determines whether a violation has occurred or a fine should be imposed, Respondent will have an opportunity for another hearing at which evidence may be introduced.

If this is an **informal hearing**, it will be conducted pursuant Sections 120.569 and 120.57(2), Florida Statutes; Chapter 28 and Commission Rule 2B-1.004, Florida Administrative Code. At the hearing, the Commission will decide whether the Respondent committed the violation(s) charged in the Order of Probable Cause. The Respondent will be permitted to testify. However, the Respondent may not call witnesses to testify.

Respondent may argue why the established facts in the Staff Recommendation do not support the violations charged in the Order of Probable Cause. At Respondent's request, the Commission may determine whether Respondent's actions in the case were willful. The Respondent may also address the appropriateness of the recommended fine. If Respondent claims that his limited resources make him unable to pay the statutory fine, *he must provide the Commission with written proof of his financial resources* at the hearing. A financial affidavit form is available from the Commission Clerk.



Florida Elections Commission

107 West Gaines Street, Suite 224 Tallahassee, Florida 32399-6596
Telephone: (850) 922-4539 · Facsimile: (850) 921-0783
FEC@myfloridalegal.com · www.fec.state.fl.us



Commission Meeting May 25, 2021 at 8:30AM via GoToWebinar and OpenVoice

In order to participate in the public portion of the May 25, 2021, Florida Elections Commission meeting, please follow the instructions below:

- A. GoToWebinar – Remote Video Conferencing
 1. Open your web browser and search GoToWebinar or enter www.gotowebinar.com.
 2. Select "Join" in the upper right corner of the website.
 3. Enter the 9-digit Webinar ID: 640938187 and your email address.
 4. Register your name and email address.
 5. You will automatically join the meeting as an attendee. Attendees are muted and can choose to utilize their webcam.

- B. OpenVoice - Teleconference
 1. Call 1-866-901-6455
 2. Enter Access Code 278-040-912
 3. You will automatically join the meeting as an **Attendee**. Attendees are muted.

While this is a public meeting and advanced registration is not mandatory, we ask that if you plan to attend via Video Conference or Teleconference, that you notify our office in advance. This will give the Commission the opportunity to organize the agenda as efficiently as possible. It will be the goal of the Commission to hear cases in which parties are present, first, in order to reduce the standby time of the parties in attendance.

You can call or email our office of your intent to participate or of any questions you may have regarding this meeting. Please provide the case number(s) of interest, when contacting our office.

Thank you,

Commission Staff

FLORIDA ELECTIONS COMMISSION
CASE REPORT
Case Number: FEC 20-400

NAME: A NEW DIRECTION FOR FLORIDA

DATE APPEAL RECEIVED: 09/17/2020

DATE REPORT DUE: 08/07/2020 (2020 P6)

DATE OF ELECTRONIC RECEIPT: 08/28/2020

NUMBER OF DAYS LATE: 21

AMOUNT OF FINE: \$5,030.21

FINE BASED ON: () NUMBER OF DAYS () 25% OF RECEIPTS (X) 25% OF EXPENDITURES

TOTAL RECEIPTS FOR REPORTING PERIOD: \$0

TOTAL EXPENDITURES FOR REPORTING PERIOD: \$20,120.84

DATE OF FIRST NOTIFICATION: 08/28/2020 (Fine Ltr)

CANDIDATE []	STATE [X]
PC [X]	DISTRICT []
CCE []	COUNTY []
POLITICAL PARTY []	CITY []
ECO []	

SUMMARY: A New Direction for Florida is a political committee (PC) registered with the State of Florida. The PC's chair and treasurer is Mark Herron, Esquire.

The PC is appealing the fine and requests a hearing before the Commission. According to Mr. Herron, the committee filed a "no activity waiver" for the 2020 P6 reporting period. He states that the failure to report the expenditure on the 2020 P6 was due to a series of errors by SunTrust Bank. He notes that, upon review of the Committee's bank statements, the expenditure was discovered, and the report was amended to reflect that activity.

- The 2020 P6 Original Report covers the period from 07/25/20-07/31/20; it was due on 08/07/20.
- The 2020 P6 Queued Transaction Report shows that it was created and filed on 08/01/20.¹
- A New Direction for Florida reported receiving zero contributions while making 2 expenditures.
- FEC staff was advised, "The committee filed a notice of no activity (waiver) on 08/01/20. A waiver is not a report. On 08/28/20, the committee filed a report showing \$20,120.84 of activity. The fine is based on 25% of the activity."
- The Division of Elections does not have any notes that pertain to A New Direction for Florida's 2020 P6 report.

PRIOR CASES: None.

¹The filing discussed in this bullet refers to the waiver that reflected zero activity.

**BEFORE THE
STATE OF FLORIDA
FLORIDA ELECTIONS COMMISSION**

**IN RE: MARK HERRON, as Chairperson of A New Direction of Florida,
a Florida Political Committee.**

Appeal of Fine for Late-Filed Campaign Treasurer's Report.

The undersigned on behalf of A New Direction for Florida, a Florida Political Committee (the "Committee"), appeals the \$5,030.21 fine imposed by the Division of Elections, on or about August 28, 2010, in connection with a late filed campaign treasurer's report. With respect to this appeal, the undersigned requests a hearing before the Florida Elections Commission ("FEC").

Standard for Consideration of Appeal

Section 106.07(8)(c), Florida Statutes, authorizes a political committee to appeal or dispute a fine imposed by the Division of Elections, based upon, but not limited to, unusual circumstances surrounding the failure to file on the designated due date. The political committee may request and shall be entitled to a hearing before the FEC, which shall have the authority to waive the fine in whole or in part. The Florida Elections Commission must consider the mitigating and aggravating circumstances contained in Section 106.265(2), Florida Statutes, when determining the amount of a fine, if any, to be waived.

The FEC, by rule, has defined “unusual circumstances” to mean

uncommon, rare or sudden events over which the actor has no control and which directly result in the failure to act according to the filing requirements. Unusual circumstances must occur within a time period that would clearly prevent the person legally responsible for filing the report from doing so in a timely manner.

Rule 2B-1.0055(1), Florida Administrative Code. The Rule provides a number of examples of unusual circumstances, but “unusual circumstances” are not limited to those examples.

When determining the amount of a fine, if any, to be waived, the FEC must consider among other mitigating and aggravating circumstances, the following:

- (a) The gravity of the act or omission;
- (b) Any previous history of similar acts or omissions;
- (c) The appropriateness of such penalty to the financial resources of the person, political committee, affiliated party committee, electioneering communications organization, or political party; and
- (d) Whether the person, political committee, affiliated party committee, electioneering communications organization, or political party has shown good faith in attempting to comply with the provisions of this chapter or chapter 104.

Section 106.265(2), Florida Statutes.

Activities of the Committee

This Committee was formed in May of 2014 and has been actively engaged in political activities since late 2014. In that period of time, it has had

only two issues with respect to its reporting of contributions and expenditures with the Division: this fine with respect to the 2020 P6 campaign treasurer's report and a similar fine with respect to the 2020 P5 campaign treasurer's report, both of which are based on similar facts. The Committee has not had any previous history of similar acts or omissions.

As the record indicates, a "no activity" waiver report was filed for the 2020 P6 reporting period. The failure to report this expenditure on the 2020 P6 campaign treasurer's report resulting from a series of errors in SunTrust Bank's failure to execute the wire transfer when initially requested and the lack of a specific receipt confirming that the wire transfer was made. Without a confirming receipt, the information regarding the wire transfer was not recorded in the Division's electronic filing system.

The undersigned, in managing political committees and electioneering communications organizations, primarily deals with two financial institutions, SunTrust and Hancock Whitney Bank. Each bank has separate wire transfer procedures. Hancock Whitney Bank requires a personal signature, after review of the documents authorizing wire transfer, and provides a copy of the documents authorizing the transfer. These documents are given to my assistant for inclusion on the appropriate campaign treasurer's report.

While SunTrust used to have similar procedures, it does not currently. Rather a request is made and orally and confirmation of the request is made by a return telephone call. A copy of the bank's documents authorizing the transfer are not provided. Thus, when the campaign treasurer's report for the 2020 P6 reporting period was prepared and filed, a "no activity" waiver report was erroneously filed indicating that no contributions were received and no expenditures made during the reporting period by the Committee.

Subsequently, upon review of the Committee's bank statements and transactions on or about August 28, 2020, it was discovered the expenditures of July 31, 2020 were made. Upon discovering this error, the 2020 P6 "no activity" waiver report was amended to accurately reflect the Committee's activities. Subsequently, the Division imposed the automatic file which is the subject of this appeal.

At the present time, the Committee does not have the financial resources to pay the assessed fine.

Conclusion

Based on the foregoing, the undersigned respectfully requests that the FEC take up this appeal, grant a hearing a hearing as requested, and waive the assessed fine, in whole or in part, based on the standards set out in Section 106.07(8)(c), and Section 106.265(2), Florida Statutes.



FLORIDA DEPARTMENT OF STATE

Laurel M. Lee
Secretary of State

DIVISION OF ELECTIONS

August 28, 2020

Mark Herron, Chairperson
A New Direction for Florida
Post Office Box 1701
Tallahassee, FL 32302-1701

PAC 62030

Dear Mr. Herron:

The campaign treasurer's report that was due on August 7, 2020, was filed on August 28, 2020. By law, you are automatically assessed a late fine of \$5,030.21.

You have 20 days from the receipt of this notice to either:

1. Pay the fine to the Florida Division of Elections (For a candidate only, a fine is not an allowable campaign expenditure and must be paid from personal funds) at:

*Florida Division of Elections
R.A. Gray Building, Room. 316
500 South Bronough Street
Tallahassee, Florida 32399-025011*

2. Appeal the fine to the Florida Elections Commission (See Rules 2B-1.005 and 2B-1.0055, Florida Administrative Code) at:

*Florida Elections Commission
107 West Gaines Street, Ste. 224
Tallahassee, Florida 32399-0150*

If you appeal, please send a copy also to the Florida Division of Elections so that you will not receive further notices from the Division about this matter.

If you have any questions, please contact the help desk at (850) 245-6280.

Sincerely,

A handwritten signature in black ink that reads "Kristi Reid Willis".

Kristi Reid Willis, Chief
Bureau of Election Records

**FLORIDA DEPARTMENT OF STATE, DIVISION OF ELECTIONS
CAMPAIGN TREASURER'S REPORT SUMMARY**

(1) A New Direction for Florida (2) 62030
 Candidate, Committee or Party Name I.D. Number

(3) Post Office Box 1701 Tallahassee FL 32302-1701
 Address (number and street) City State Zip Code

Check box if address has changed since last report

(4) Check appropriate box(es):

Candidate (office sought):
 Political Committee Check If PC has DISBANDED
 Committee of Continuous Existence Check If CCE has DISBANDED
 Party Executive Committee

(5) REPORT IDENTIFIERS

Cover Period: From 07/25/2020 To 07/31/2020 Report Type: P6

Original Amendment Special Election Report

(6) CONTRIBUTIONS THIS REPORT

Cash & Checks	\$0.00
Loans	\$0.00
<i>Total Monetary</i>	\$0.00
In-Kind	\$0.00

(7) EXPENDITURES THIS REPORT

Monetary Expenditures	\$20,120.84
Transfers to Office Account	\$0.00
<i>Total Monetary</i>	\$20,120.84

(8) Other Distributions

Certification

It is a first degree misdemeanor for any person to falsify a public record (ss.839.13, F.S.)

I certify that I have examined this report and it is true, correct and complete

Name of Treasurer Deputy Treasurer

X
Signature

I certify that I have examined this report and it is true, correct and complete

Name of Candidate Chairman (PC/PTY Only)

X
Signature

ID:

CAMPAIGN TREASURER'S REPORT – ITEMIZED CONTRIBUTIONS

Name: A New Direction for Florida

Report: 2020 P6

Period: 07/25/2020

to 07/31/2020

**** Records in Filed Report ****

Seq #	Full Name (Last, Suffix, First, Middle)	Contributor	Occupation	Amount
Date	Street Address & City, State, Zip	Type	In-Kind Description	Amend

Name: A New Direction for Florida

Report: 2020 P6

Period: 07/25/2020 to 07/31/2020

**** Records in Filed Report ****

Seq #	Full Name (Last, Suffix, First, Middle)	Type	Purpose	Amount
Date	Street Address & City, State, Zip			Amend
1	ABBOTT COMMUNICATIONS GROUP 110 ATLANTIC DR, MAITLAND, FL 32751	MON	MEDIA PURCHASE	\$20,055.84
07/31/2020				ADD
2	SUNTRUST BANK 2051 THOMASVILLE RD TALLAHASSEE, FL 32308	MON	WIRE TRANSFER FEE	\$65.00
07/31/2020				ADD

ID:

CAMPAIGN TREASURER'S REPORT – ITEMIZED FUND TRANSFERS

Name: A New Direction for Florida

Report: 2020 P6

Period: 07/25/2020

to 07/31/2020

**** Records in Filed Report ****

Seq # Date	Full Name (Last, Suffix, First, Middle Street Address & City, State, Zip	Type	Nature of Account	Amount Amend

ID:

CAMPAIGN TREASURER'S REPORT – ITEMIZED DISTRIBUTIONS

Name: A New Direction for Florida

Report: 2020 P6

Period: 07/25/2020 to 07/31/2020

**** Records in Filed Report ****

Seq #	Full Name (Last, Suffix, First, Middle)	Recipient	Purpose	Amount
Date	Street Address & City, State, Zip	Type	Related Expenditure	Amend

Queued Items for 2020-P6

Account: 62030

A New Direction for Florida

Rpt Seq: 142

<i>ProcessDescription</i>	<i>Status</i>	<i>Submitter</i>	<i>Created</i>	<i>LastUpdate</i>
Create Pending Report	Processing Complete	62030	8/1/2020 2:23:41 PM	8/1/2020 2:23:41 PM
Review Pending Report	Processing Complete	62030	8/1/2020 2:23:43 PM	8/1/2020 2:23:43 PM
File Pending Report	Processing Complete	62030	8/1/2020 2:24:02 PM	8/1/2020 2:24:02 PM
Amend Filed Report	Processing Complete	62030	8/28/2020 8:57:02 AM	8/28/2020 8:57:02 AM
Review Pending Report	Processing Complete	62030	8/28/2020 8:59:19 AM	8/28/2020 8:59:19 AM
Review Pending Report	Processing Complete	62030	8/28/2020 8:59:54 AM	8/28/2020 8:59:54 AM
File Pending Report	Processing Complete	62030	8/28/2020 9:00:12 AM	8/28/2020 9:00:12 AM



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Florida Department of State - Division of Elections

Florida Election System Reports

Candidate/Committee Lookup

Committee Name: A New Direction for Florida

Name:

Account: 62030

Election:

Acct:

Type:

Date Due	Type	Date Filed	Status	Days Late	Fine Assessed	Appealed	Amount Fined	Amount Paid
10/23/2020	G5	10/22/2020						
10/16/2020	G4A	10/16/2020						
10/9/2020	G4	10/7/2020						
10/2/2020	G3A	9/27/2020						
9/25/2020	G3	9/21/2020						
9/18/2020	G2A	9/13/2020						
9/11/2020	G2	9/6/2020						
9/4/2020	G1A	8/31/2020						
8/28/2020	G1	8/23/2020						
8/21/2020	P7A	8/16/2020						
8/14/2020	P7	8/14/2020						
8/7/2020	P6	8/1/2020	APP	0	\$5,030.21		\$5,030.21	\$0.00
7/31/2020	P5	7/26/2020	APP	28	\$5,180.21		\$5,180.21	\$0.00
7/24/2020	P4	7/22/2020						
7/17/2020	P3	7/13/2020						
7/10/2020	P2A	7/5/2020						
7/3/2020	P2	6/27/2020						
6/26/2020	P1A	6/21/2020						
6/19/2020	P1	6/16/2020						
6/10/2020	M5	6/1/2020						
5/11/2020	M4	5/3/2020						
4/10/2020	M3	4/3/2020						
3/10/2020	M2	3/7/2020						
2/10/2020	M1	2/1/2020						
1/10/2020	M12	1/1/2020						
12/10/2019	M11	12/4/2019						
11/12/2019	M10	11/2/2019						
10/10/2019	M9	10/1/2019						
9/10/2019	M8	9/4/2019						
8/12/2019	M7	8/2/2019						
7/10/2019	M6	7/2/2019						
6/10/2019	M5	6/2/2019						
5/10/2019	M4	5/2/2019						
4/10/2019	M3	4/2/2019						
3/11/2019	M2	3/5/2019						
2/11/2019	M1	2/1/2019						
1/10/2019	M12	1/2/2019						
12/10/2018	M11	12/4/2018						
11/2/2018	G7	11/2/2018						
11/1/2018	D6	11/1/2018						
10/31/2018	D5	10/31/2018						
10/30/2018	D4	10/30/2018						
10/29/2018	D3	10/29/2018						
10/28/2018	D2	10/28/2018						

10/27/2018	D1	10/27/2018
10/26/2018	G6	10/23/2018
10/25/2018	G4	10/6/2018
10/19/2018	G5	10/18/2018
10/5/2018	G3	9/30/2018
9/28/2018	G2A	9/22/2018
9/21/2018	G2	9/15/2018
9/14/2018	G1A	9/8/2018
9/7/2018	G1	9/1/2018
8/31/2018	P7A	8/28/2018
8/24/2018	P7	8/24/2018
8/17/2018	P6	8/12/2018
8/10/2018	P5	8/4/2018
8/3/2018	P4	7/30/2018
7/27/2018	P3	7/22/2018
7/20/2018	P2A	7/16/2018
7/13/2018	P2	7/9/2018
7/6/2018	P1A	7/2/2018
6/29/2018	P1	6/23/2018
6/11/2018	M5	6/2/2018
5/10/2018	M4	5/3/2018
4/10/2018	M3	4/1/2018
3/12/2018	M2	3/2/2018
2/12/2018	M1	2/5/2018
1/10/2018	M12	1/3/2018
12/11/2017	M11	12/3/2017
11/13/2017	M10	11/7/2017
10/10/2017	M9	10/5/2017
9/22/2017	M8	9/3/2017
8/10/2017	M7	8/6/2017
7/10/2017	M6	7/2/2017
6/12/2017	M5	6/3/2017
5/10/2017	M4	5/4/2017
4/10/2017	M3	4/4/2017
3/11/2017	M2	3/3/2017
2/10/2017	M1	2/3/2017
1/10/2017	M12	1/7/2017
12/12/2016	M11	12/3/2016
11/4/2016	G7	11/4/2016
11/4/2016	D6	11/3/2016
11/2/2016	D5	11/2/2016
11/1/2016	D4	11/1/2016
10/31/2016	D3	10/31/2016
10/30/2016	D2	10/30/2016
10/29/2016	D1	10/29/2016
10/28/2016	G6	10/23/2016
10/21/2016	G5	10/15/2016
10/14/2016	G4	10/8/2016
10/7/2016	G3	10/1/2016
9/30/2016	G2A	9/24/2016
9/23/2016	G2	9/17/2016
9/16/2016	G1A	9/12/2016
9/9/2016	G1	9/7/2016
9/2/2016	P7A	8/29/2016

8/26/2016	P7	8/25/2016						
8/19/2016	P6	8/17/2016						
8/12/2016	P5	8/6/2016						
8/5/2016	P4	7/31/2016						
7/29/2016	P3	7/24/2016						
7/22/2016	P2A	7/19/2016						
7/15/2016	P2	7/9/2016						
7/8/2016	P1A	7/3/2016						
7/1/2016	P1	7/2/2016	CLO	1	\$0.00		\$0.00	\$0.00
6/10/2016	M5	6/2/2016						
5/10/2016	M4	5/5/2016						
4/11/2016	M3	4/2/2016						
3/10/2016	M2	3/1/2016						
2/10/2016	M1	2/3/2016						
1/11/2016	M12	1/3/2016						
12/10/2015	M11	12/2/2015						
11/10/2015	M10	11/5/2015						
10/13/2015	M9	10/3/2015						
9/10/2015	M8	9/3/2015						
8/10/2015	M7	8/6/2015						
7/10/2015	M6	7/4/2015						
6/10/2015	M5	6/6/2015						
5/11/2015	M4	5/5/2015						
4/10/2015	M3	4/2/2015						
3/10/2015	M2	3/3/2015						
2/10/2015	M1	2/2/2015						
1/12/2015	M12	1/1/2015						
12/10/2014	M11	12/3/2014						
11/10/2014	M10	11/6/2014						
10/31/2014	G7	10/31/2014						
10/30/2014	D6	10/30/2014						
10/29/2014	D5	10/29/2014						
10/28/2014	D4	10/28/2014						
10/27/2014	D3	10/27/2014						
10/26/2014	D2	10/26/2014						
10/25/2014	D1	10/25/2014						
10/24/2014	G6	10/19/2014						
10/17/2014	G5	10/12/2014						
10/10/2014	G4	10/4/2014						
10/3/2014	G3	9/28/2014						
9/26/2014	G2A	9/21/2014						
9/19/2014	G2	9/13/2014						
9/12/2014	G1A	9/6/2014						
9/5/2014	G1	8/30/2014						
8/29/2014	P7A	8/24/2014						
8/22/2014	P7	8/22/2014						
8/15/2014	P6	8/9/2014						
8/8/2014	P5	8/2/2014						
8/1/2014	P4	7/26/2014						
7/25/2014	P3	7/20/2014						
7/18/2014	P2A	7/12/2014						
7/11/2014	P2	7/5/2014						
7/4/2014	P1A	7/1/2014						
6/27/2014	P1	6/22/2014						



FLORIDA DEPARTMENT OF STATE

RICK SCOTT
Governor

KEN DETZNER
Secretary of State

May 6, 2014

Mark Herron, Chairperson
A New Direction for Florida
Post Office Box 1701
Tallahassee, FL 32302-1701

Dear Mr. Herron:

This will acknowledge receipt of the Statement of Organization and Appointment of Campaign Treasurer and Designation of Campaign Depository for **A New Direction for Florida**, which were placed on file in our office on May 2, 2014. This information appears to comply with the requirements of Section 106.03, Florida Statutes, and the name of this organization has been placed on our active committee list as a political committee.

Campaign Treasurer's Reports

Your first campaign treasurer's report will be due on **June 10, 2014**. The report will cover the period of May 1 - 31, 2014. All political committees that file reports with the Division of Elections are required to file by means of the Division's Electronic Filing System (EFS).

Credentials and Sign-ons

Below is the web address to access the EFS and the committee's user identification number. The enclosed sealed envelope contains the committee's initial password. Once you have logged in using the initial password, you will be immediately prompted to change it to a confidential sign-on. The chairperson, campaign treasurer, and deputy treasurers are responsible for protecting this password from disclosure and are responsible for all filings using these credentials, unless the Division is notified that your credentials have been compromised.

EFS Website Address: <https://efs.dos.state.fl.us>

Identification Number: 62030



Division of Elections
R.A. Gray Building, Suite 316 • 500 South Bronough Street • Tallahassee, Florida 32399
850.245.6200 • 850.245.6217 (Fax) election.dos.state.fl.us
Promoting Florida's History and Culture VivaFlorida.org



Mark Herron, Chairperson
May 6, 2014
Page Two

Pin Numbers

Pin numbers are confidential secure credentials that allow you to submit reports and update information. The enclosed sealed envelopes contain your confidential pin numbers.

Each political committee chairperson is required to provide the Division of Elections with confidential personal information that may be used to allow access in the event that the password is forgotten or lost. When you enter the campaign account screen, there will be a drop down box where you pick a question (such as *What is your mother's maiden name?*) and supply an answer. All passwords and answers to questions are stored as encrypted data and cannot be viewed by Division staff and given out over the phone. Please notify the Division if your credentials have been compromised.

Timely Filing

All reports must be completed and filed through the EFS not later than midnight, Eastern Standard Time, of the due date. Reports not filed by midnight, Eastern Standard Time, of the due date are late filed and subject to the penalties in Section 106.07(8), Florida Statutes. In the event that the EFS is inoperable on the due date, the report will be accepted as timely filed if filed no later than midnight, Eastern Standard Time, of the first business day the EFS becomes operable. No fine will be levied during the period the EFS was inoperable.

Any political committee failing to file a report on the designated due date is subject to a fine of \$50 per day for the first 3 days and, thereafter, \$500 per day for each day, not to exceed 25% of the total receipts or expenditures, whichever is greater, for the period covered by the late report. However, for the reports immediately preceding each primary and general election, the fine shall be \$500 per day, not to exceed 25% of the total receipts or expenditures, whichever is greater, for the period covered by the late report.

Electronic Receipts

The person submitting the report on the EFS will be issued an electronic receipt indicating and verifying the report was filed. Each campaign treasurer's report filed by means of the EFS is considered to be under oath by the chairperson and campaign treasurer and such persons are subject to the provisions of Section 106.07(5), Florida Statutes.

Mark Herron, Chairperson
May 6, 2014
Page Three

Instructions and Assistance

An online instruction guide is available to you on the EFS to assist with navigation, data entry, and submission of reports. The Division of Elections will also provide assistance to all users by contacting the EFS Help Desk at (850) 245-6280.

All of the Division's publications and reporting forms are available on the Division of Elections' website at <http://elections.myflorida.com>. It is your responsibility to read, understand, and follow the requirements of Florida's election laws. Therefore, please print a copy of the following documents: Chapter 106, Florida Statutes, *2014 Political Committee Handbook*, *2014 Calendar of Reporting Dates*, and Rule 1S-2.017, Florida Administrative Code.

Please let me know if you need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Kristi Reid Bronson". The signature is fluid and cursive, with a large, stylized initial "K" and "R".

Kristi Reid Bronson, Chief
Bureau of Election Records

KRB/slb

Enclosures

**APPOINTMENT OF CAMPAIGN TREASURER
AND DESIGNATION OF CAMPAIGN
DEPOSITORY FOR
POLITICAL COMMITTEES**
(Sections 106.011(1) and 106.021(1), F.S.)

RECEIVED
DEPARTMENT OF STATE

2014 MAY -2 AM 11:26

DIVISION OF ELECTIONS
TALLAHASSEE, FL

OFFICE USE ONLY

CHECK APPROPRIATE BOX:

Original Appointment of Treasurer Reappointment of Treasurer Deputy Treasurer

1. Committee or Organization A New Direction for Florida	2. Telephone (850) 567-4878
--	---------------------------------

3. Name of Treasurer or Deputy Treasurer Mark Herron	4. Email (optional) mherron@lawfla.com	5. Telephone (optional) (850) 567-4878
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6. Mailing Address
Post Office Box 1701, Tallahassee, FL 32302-1701

7. Street Address
2618 Centennial Place, Tallahassee, FL 32308

8. The following bank has been designated as the Primary Depository Secondary Depository

9. Name of Bank SunTrust Bank	10. Street Address 3522 Thomasville Road
---	--

11. City Tallahassee	12. State FL	13. Zip Code 32309
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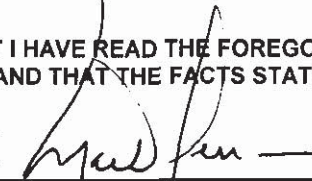
14. Signature of Chairman X 	15. Name of Chairman (Print or Type) Mark Herron
---	--

Campaign Treasurer's Acceptance of Appointment

I, Mark Herron, do hereby accept the appointment as
(Please Print or Type)
treasurer or deputy treasurer for A New Direction for Florida
(Committee or Organization)

**UNDER PENALTIES OF PERJURY, I DECLARE THAT I HAVE READ THE FOREGOING CAMPAIGN TREASURER'S
ACCEPTANCE OF APPOINTMENT AND THAT THE FACTS STATED ARE TRUE.**

1 May 2014
Date

X 
Signature of Campaign Treasurer or Deputy Treasurer

**STATEMENT OF ORGANIZATION
OF POLITICAL COMMITTEE**

(PLEASE TYPE)

OFFICE USE ONLY
RECEIVED
DEPARTMENT OF STATE

2014 MAY -2 AM 11:26

DIVISION OF ELECTIONS
TALLAHASSEE, FL

1. Full Name of Committee

A New Direction for Florida

Telephone

850-567-4878

Mailing Address (include city, state and zip code)

Post Office Box 1701, Tallahassee, FL 32302-1701

Street Address (include city, state and zip code)

2618 Centennial Place, Tallahassee, FL 32308

2. Affiliated or Connected Organizations (includes other committees of continuous existence and political committees)

Name of Affiliated or
Connected Organization

Mailing Address

Relationship

None

3. Area, Scope and Jurisdiction of the Committee

To make contributions to statewide candidates, political committees, political parties, and electioneering communications organization organizations.

4. Nature of Organization or Organization's Special Interest (e.g., medical, legal, education, etc.)

Government Policy

5. Identify by Name, Address and Position, the Custodian of Books and Accounts (include treasurer's name)

Full Name

Mailing Address

Committee Title or Position

Mark Herron

Post Office Box 1701
Tallahassee, FL 32302-1701

Treasurer

6. List by Name, Address and Position, Other Principal Officers, Including Officers and Members of the Finance Committee, If Any (include chairman's name)

Full Name	Mailing Address	Committee Title or Position
Mark Herron	Post Office Box 1701 Tallahassee, FL 32302-1701	Chairman
Mark Herron	Post Office Box 1701 Tallahassee, FL 32302-1701	Treasurer

7. List by Name, Address, Office Sought and Party Affiliation Each Candidate or Other Individual that this Committee is Supporting (if none, please indicate)

Full Name	Mailing Address	Office Sought	Party
To be determined			

8. List Any Issues this Committee is Supporting: None
List Any Issues this Committee is Opposing: None

9. If this Committee is Supporting the Entire Ticket of a Party, Give Name of Party
 N/A

10. In the Event of Dissolution, What Disposition will be Made of Residual Funds?
 Residual funds will be distributed to an IRC 527 organization

11. List all Banks, Safety Deposit Boxes, or Other Depositories Used for Committee Funds

Name of Bank or Depository & Account Number	Mailing Address
SunTrust Bank Account No: To be determined	3522 Thomasville Road Tallahassee, FL 32309

12. List all Reports Required to be Filed by this Committee with Federal Officials and the Names, Addresses and Positions of Such Officials, If Any

Report Title	Dates Required to be Filed	Name & Position of Official	Mailing Address
IRS Form 8871 IRS Form 1120-POL IRS 990, as required	Upon Creation March 15 annually May 15 annually	IRS	Ogden, UT 84201

STATE OF Florida Leon COUNTY

I, Mark Herron, certify that the information in this Statement of Organization is complete, true and correct.

X  Signature of Chairman of Political Committee 1 May 2014 Date


MESSER CAPARELLO
Attorneys At Law
Strategically Positioned in Florida's Capital

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DEPARTMENT OF STATE
2014 MAY -2 AM 11:26
DIVISION OF ELECTIONS
TALLAHASSEE, FL

Mark Herron
Also Admitted in Georgia
Email: mherron@lawfla.com

May 2, 2014

Kristi Reid Bronson, Chief
Bureau of Election Records
Division of Elections
Room 316, R.A. Gray Building
500 South Bronough Street
Tallahassee, FL 32399-0250

RE: *A New Direction for Florida*

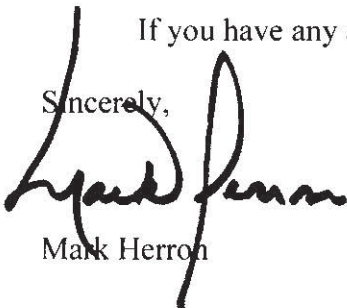
Dear Ms. Bronson:

Please find enclosed forms for A New Direction for Florida, which include the following:

- DS-DE 5 Statement of Organization of Political Committee
- DS-DE 6 Appointment of Campaign Treasurer
- DS-DE 41 Registered Agent Statement of Appointment

If you have any additional questions or concerns, please let me know.

Sincerely,



Mark Herron

Enclosure(s)