BEFORE THE FEDERAL ELECTION COMMISSION

In the Matter of

The 60 Plus Association, Inc.

MUR 6816

CONCILIATION AGREEMENT

This matter was generated by a complaint filed with the Federal Election Commission ("Commission"). The Commission found reason to believe that The 60 Plus Association, Inc. ("60 Plus") violated 52 U.S.C. § 30104(c)(2)(C) and (f)(2) and 11 C.F.R. §§ 109.10(e)(1)(vi) and 104.20(c)(9) by failing to disclose that the Center to Protect Patient Rights ("CPPR") provided funds for the purpose of furthering independent expenditures and electioneering communications in connection with the 2010 federal elections.

NOW, THEREFORE, the Commission and the Respondent, having participated in informal methods of conciliation, prior to a finding of probable cause to believe, do hereby agree as follows:

I. The Commission has jurisdiction over the Respondents and the subject matter of this proceeding, and this agreement has the effect of an agreement entered pursuant to 52 U.S.C. § 30109(a)(4)(A)(i).

II. Respondents have had a reasonable opportunity to demonstrate that no action should be taken in this matter.

III. Respondents enter voluntarily into this agreement with the Commission.

IV. The pertinent facts in this matter are as follows:

FACTUAL BACKGROUND

1. 60 Plus is non-profit corporation organized under section 501(c)(4) of the Internal Revenue Code ("IRC"). In 2010, 60 Plus sponsored $6,698,293 in independent expenditures and
$397,838 in electioneering communications in connection with federal elections for the House of Representatives.

2. CPPR is a non-profit corporation organized under section 501(c)(4) of the IRC. As part of a consulting agreement, Sean Noble served as CPPR’s Executive Director in 2009 and 2010. CPPR changed its name to American Encore in February 2014. In 2010, CPPR provided a total of $8,990,000 in grants to 60 Plus. CPPR provided those funds in installments throughout the year as 60 Plus sponsored independent expenditures and electioneering communications.

3. Noble is also the owner and sole member of Noble Associates. Noble Associates served as a subcontractor to media firms that 60 Plus retained to help produce and develop advertising that targeted certain candidates for the House of Representatives in 2010.

4. During its 2009 and 2010 fiscal years, 60 Plus raised a total of $34,584,571 and received 165,428 donations from more than 77,500 donors with an average donation size of $209. Although CPPR provided a total of $8,990,000 in grants to 60 Plus in 2010, these funds comprised only 25% of the total donations that 60 Plus received during its 2009 and 2010 fiscal years.

5. 60 Plus spent $7,096,131.00 for advertisements targeting candidates for the 2010 House of Representatives races. Using the average cost method, 60 Plus determined from an accounting perspective that it spent $4,049,608.21 on independent expenditures and $239,777.07 on electioneering communications in 2010 with funds that CPPR had provided while Noble served as its Executive Director.

6. As described in the Commission’s Factual and Legal Analysis, the available information including Noble’s own statements, reflects that Noble helped 60 Plus produce advertisements opposing certain candidates running for the House of Representatives in 2010.
That information indicates that Noble helped to determine advertisement placement strategy in his capacity as the sole owner of Noble Associates. In that role, Noble identified the specific candidates for 60 Plus to target and played a role in approving the content of 60 Plus's advertisements, and learned how 60 Plus would use the funds that CPPR provided 60 Plus to further specific advertisements. Thus, as Executive Director of CPPR and as the sole owner of Noble Associates, a subcontractor to 60 Plus's media vendors, Noble simultaneously provided funds through CPPR for 60 Plus's independent expenditure and electioneering communications campaign in 2010 while helping to produce and target those advertisements through his firm, Noble Associates.

7. The available information reflects that Noble both funded and provided media services in connection with $4,049,608.21 of 60 Plus's independent expenditures and $239,777.07 of its electioneering communications in 2010. 60 Plus did not report that CPPR provided funds for the advertisements when it filed independent expenditure and electioneering communications reports with the Commission in 2010.

8. 60 Plus contends that during the 2010 election cycle, 60 Plus and its staff supervised the work of its various media vendors and ultimately made the final decisions concerning the content, timing and placement of all 60 Plus advertising, including its independent expenditures and electioneering communications. 60 Plus contends that it did not directly pay, retain or contract with Noble or Noble Associates to provide services to 60 Plus during 2010, including in connection with 60 Plus's independent expenditures and electioneering communications disseminated during 2010. 60 Plus contends that CPPR's donations to 60 Plus during the 2010 election cycle were not so large that 60 Plus lacked funds from other donors to pay for its independent expenditures and electioneering communications.
9. 60 Plus contends that it has a longstanding, strict policy of not soliciting or
accepting donations that are earmarked, designated or otherwise encumbered for any particular
program or activity, including independent expenditures and electioneering communications. 60
Plus further contends that, in accordance with the foregoing policy, 60 Plus did not make any
solicitations specifically or generally requesting donations to pay for independent expenditures
or electioneering communications during 2009 and 2010.

LAW

10. The Federal Election Campaign Act of 1971, as amended (the “Act”) requires
persons, other than political committees, to report independent expenditures that exceed $250
during a calendar year. 52 U.S.C. § 30104(c)(1). Such a report must include, among other
information, “the identification of each person who made a contribution in excess of $200 to the
person filing such statement which was made for the purpose of furthering an independent
expenditure.” Id. § 30104(c)(2)(C).

11. The Commission’s implementing regulation provides that an independent
expenditure report must include “[t]he identification of each person who made a contribution in
excess of $200 to the person filing such report which contribution was made for the purpose of
furthering the reported independent expenditure.” 11 C.F.R. § 109.10(e)(1)(vi).

12. The Act also provides that a person that has made electioneering communications
aggregating in excess of $10,000 in a calendar year must file a disclosure statement. 52 U.S.C.
§ 30104(f)(1). Such a report must include, among other information, “the names and addresses
of all contributors who contributed an aggregate amount of $1,000 or more to the person making
the disbursement” during a specified time period. Id. § 30104(f)(2).

13. Commission regulations in effect at the time of the conduct in question provided
that when an electioneering communication has been financed by a corporation or a labor
organization, pursuant to 11 C.F.R. § 114.15, these statements must disclose the names and
addresses of all those who donated an aggregate amount of $1,000 or more within a specified
time period "for the purpose of furthering electioneering communications." 11 C.F.R.
§ 104.20(c)(9).
V. The Commission found reason to believe that 60 Plus violated 52 U.S.C.
§ 30104(c)(2)(C) and (f)(2) and 11 C.F.R. §§ 109.10(e)(1)(vi) and 104.20(c)(9) by failing to
disclose CPPR as a donor in its independent expenditures and electioneering communications
reports. Solely in the interest of resolving this matter, and without admitting or conceding any
violation of law, Respondent agrees to take the following actions:
1. Respondent will pay a civil penalty to the Federal Election Commission in the
amount of fifty thousand dollars ($50,000) pursuant to 52 U.S.C. § 30109(a)(5)(A).
2. Respondent will comply with 52 U.S.C. § 30104(c)(2)(C) and (f)(2) and 11
C.F.R. §§ 104.20(c)(9) and 109.10(e)(1)(vi) in the future.
3. In consultation with the Reports and Analysis Division, Respondent will amend
its disclosure reports to reflect CPPR as a donor with respect to the relevant independent
expenditures and electioneering communications.
VI. The Commission, on request of anyone filing a complaint under 52 U.S.C § 30109(a)(1)
concerning the matters at issue herein or on its own motion, may review compliance with this
agreement. If the Commission believes that this agreement or any requirement thereof has been
violated, it may institute a civil action for relief in the United States District Court for the District
of Columbia.
VII. This agreement shall become effective as of the date that all parties hereto have executed
same and the Commission has approved the entire agreement.
MUR 6816 (The 60 Plus Association, Inc.)
Conciliation Agreement

1 VIII. Except as otherwise provided, Respondents shall have no more than 90 days from the
date this agreement becomes effective to comply with and implement the requirements contained
in this agreement and to so notify the Commission.

4 IX. This Conciliation Agreement constitutes the entire agreement between the parties on the
matters raised herein, and no other statement, promise, or agreement, either written or oral, made
by either party or by agents of either party, that is not contained in this written agreement shall
be enforceable.

8 FOR THE COMMISSION:

10 Kathleen Guith
11 Acting Associate General Counsel
12 For Enforcement

15 FOR THE RESPONDENT:
16
18 The 60 Plus Association, Inc.

7-6-16
Date

6/6/16
Date