

# CANDIDATE'S REPORT

(to be filed by a candidate or his principal campaign committee)

1. Qualifying Name and Address of Candidate

GERALD LONG  
322 Monroe Drive  
Natchitoches, LA 71457-2604

2. Office Sought (Include title of office as well as parish, city, town and/or election district.)

Senator  
Natchitoches  
31

## OFFICE USE ONLY

Report Number: 14252

Date Filed: 2/7/2008

### Report Includes Schedules:

Schedule A-1  
Schedule A-2  
Schedule E-1

3. Date of Primary 10/20/2007

This report covers from 10/29/2007 through 12/31/2007

4. Type of Report:

<input type="checkbox"/> 180th day prior to primary	<input type="checkbox"/> 40th day after general
<input type="checkbox"/> 90th day prior to primary	<input checked="" type="checkbox"/> Annual (future election)
<input type="checkbox"/> 30th day prior to primary	<input type="checkbox"/> Supplemental (past election)
<input type="checkbox"/> 10th day prior to primary	
<input type="checkbox"/> 10th day prior to general	<input type="checkbox"/> Amendment to prior

5. FINAL REPORT if:

Withdrawn       Filed after the election AND all loans and debts paid  
 Unopposed

6. Name and Address of Financial Institution  
(You are required by law to use one or more banks, savings and loan associations, or money market mutual fund as the depository of all campaign funds.)

EXCHANGE BANK  
P. O. Box 446  
Natchitoches, LA 71458-0446

7. Full Name and Address of Treasurer

9. Name of Person Preparing Report **ROGER MERSCHBROCK**

Daytime Telephone

10. WE HEREBY CERTIFY that the information contained in this report and the attached schedules is true and correct to the best of our knowledge, information and belief, and that no expenditures have been made nor contributions received that have not been reported herein, and that no information required to be reported by the Louisiana Campaign Finance Disclosure Act has been deliberately omitted.

This 7th day of February, 2008.

Gerald Long

Signature of Candidate/Chairperson  
(To be signed by Chairperson *only* if report by principal campaign committee)

318-354-2879

Daytime Telephone

Roger Merschbrock

Signature of Treasurer

318-357-1650

Daytime Telephone

8. FOR PRINCIPAL CAMPAIGN COMMITTEES ONLY  
a. Name and address of principal campaign committee, committee's chairperson, and subsidiary committees, if any (use additional sheets if necessary).

## SUMMARY PAGE

RECEIPTS	This Period
1. Contributions (Schedule A-1)	\$ 6,007.00
2. In-kind Contributions (Schedule A-2)	\$ 1,898.29
3. Campaign paraphernalia sales of \$25 or less	\$ 0.00
<b>4. TOTAL CONTRIBUTIONS</b> (Lines 1 + 2 +33)	<b>\$ 7,905.29</b>
5. Other Receipts (Schedule A-3)	\$ 0.00
6. Loans Received (Schedule B)	\$ 0.00
7. Loan Repayments Received (Schedule D)	\$ 0.00
<b>8. TOTAL RECEIPTS</b> (Lines 4 + 5 + 6 + 7)	<b>\$ 7,905.29</b>

DISBURSEMENTS	This Period
9. Expenditures (Schedule E-1)	\$ 15,921.15
10. Other Disbursements (Schedule E-2)	\$ 0.00
11. Loan Repayments Made (Schedule B)	\$ 0.00
12. Funds Loaned (Schedule D)	\$ 0.00
<b>13. TOTAL DISBURSEMENTS</b> (Lines 9 + 10 + 11 + 12)	<b>\$ 15,921.15</b>

FINANCIAL SUMMARY	Amount
14. Funds on hand at beginning of reporting period <small>(Must equal funds on hand at close from last report or -0- if first report for this election)</small>	\$ 20,827.60
15. <i>Plus</i> total receipts this period <small>(Line 8 above)</small>	\$ 7,905.29
16. <i>Less</i> total disbursements this period <small>(Line 13 above)</small>	\$ 15,921.15
17. <i>Less</i> in-kind contributions <small>(Line 2 above)</small>	\$ 1,898.29
18. Funds on hand at close of reporting period	\$ 10,913.45

Form 102, Rev. 3/98, Page Rev. 3/98

## SUMMARY PAGE (continued)

INVESTMENTS	Amount
19. Of funds on hand at beginning of reporting period (Line 14, above), amount held in investments ( <i>i.e.</i> , savings accounts, CD's, money market funds, etc.)	\$ 0.00
20. Of funds on hand at close of reporting period (Line 18, above), amount held in investments	\$ 0.00

SPECIAL TRANSACTIONS - for the reporting period	Amount
21. Candidate's personal funds (Use of personal funds as either a contribution or loan to the campaign should be reported on Schedules A-1 or B.)	\$ 0.00
22. Contributions received from political committees (From Schedules A-1 and A-2)	\$ 3,007.00
23. All proceeds from the sale of tickets to fundraising events (Receipts from the sale of tickets are contributions and must also be reported on Schedule A-1.)	\$ 0.00
24. Proceeds from the sale of campaign paraphernalia (Receipts from the sale of campaign paraphernalia are contributions and must also be reported on Schedule A-1 or Line 3, above.)	\$ 0.00
25. Expenditures from petty cash fund (Must also be reported on Schedule E-1.)	\$ 0.00

### NOTICE

The personal use of campaign funds is prohibited.\* The use of campaign funds must be related to a political campaign or the holding of a public office or party position. However, campaign funds may be used to reimburse a candidate for expenses related to his campaign or office, to pay taxes on the interest earned on campaign funds or to replace articles lost, stolen, or damaged in connection with a campaign.

Excess campaign funds may be returned to contributors on a pro rata basis, given as a charitable contribution as provided in 26 USC 170(c), given to a charitable organization as defined in 26 USC 501(c)(3), expended in support of or opposition to a proposition, political party, or candidacy of any person, or maintained in a segregated fund for use in future political campaigns or activity related to preparing for future candidacy to elective office.

\*The prohibition on the personal use of campaign funds does not apply to campaign funds received prior to July 15, 1988.

Form 102, Rev. Rev. 3/98, Page Rev. 3/00

## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
AGRIPAC P. O. Box 95004 Baton Rouge, LA 70895-9004  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/08/2007	\$1,007.00	\$1,007.00
COMMITTEE FOR THE ADVANCEMENT OF LA AGRICULTU 3000 Kilpatrick Blvd. Monroe, LA 71201  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/10/2007	\$500.00	\$500.00
EXXON MOBIL CORPORATION P. O. Box 2519 Houston, TX 77252-2519  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/05/2007	\$500.00	\$500.00
G. A FRIERSON, II 10985 Harts Island Rd. Shreveport, LA 71115-9579  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/15/2007	\$500.00	\$500.00
L. I. F. P. A. C. P. O. Box 40183 Baton Rouge, LA 70835  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	12/13/2007	\$500.00	\$500.00
LOUISIANA REALTORS PAC P. O. Box 14780 Baton Rouge, LA 70898  POLITICAL COMMITTEE? <input checked="" type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/05/2007	\$1,000.00	\$1,000.00
4. SUBTOTAL (this page)		\$4,007.00	N/A
5. TOTAL (complete only on last page of this schedule)			N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		<u>\$3,007.00</u>	TOTAL (complete only on last page of this schedule) _____

Form 102, Rev. 3/98, Page Rev. 3/98

## SCHEDULE A-1: CONTRIBUTIONS (Other than In-Kind Contributions)

The following information must be provided for all contributors to your campaign during this reporting period, except for in-kind contributions. Information on in-kind contributions is reported on SCHEDULE A-2: IN-KIND CONTRIBUTIONS. In Column 1, check if the contributor is a political committee or a party committee. Any personal funds a candidate contributes to his campaign must be reported on this schedule. Personal funds a candidate *loans* to his campaign should be reported on Schedule B. For anonymous contributions, see SCHEDULE F. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Contributor	2. Contributions this Reporting Period		3. Total this Election
	a. Date(s)	b. Amount(s)	
MEYER MEYER LACROIX & HIXSON INC. P. O. Drawer 5444 Alexandria, LA 71307  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	11/02/2007	\$500.00	\$500.00
BONNIE MOORE 2715 Raleigh Moore Rd. Robeline, LA 71469  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/30/2007	\$500.00	\$1,000.00
SERVICE ELECTRIC SUPPLY CO. 3140 Baldwin Street Alexandria, LA 71301  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	10/31/2007	\$1,000.00	\$1,000.00
4. SUBTOTAL (this page)		\$2,000.00	N/A
5. TOTAL (complete only on last page of this schedule)		\$ 6,007.00	N/A
6. CONTRIBUTIONS FROM POLITICAL COMMITTEES:			
SUBTOTAL (this page)		<u>\$0.00</u>	TOTAL (complete only on last page of this schedule) <u>\$ 3,007.00</u>

Form 102, Rev. 3/98, Page Rev. 3/98

## SCHEDULE A-2: IN-KIND CONTRIBUTIONS

The following information must be provided for all in-kind contributions to your campaign having a monetary value in excess of \$25. In-kind contributions include the donation of tangible property, the use of tangible property, or the services of employees paid by a person other than the candidate or his business. In Column 1, check if the in-kind contributor is a political committee or a party committee. Any in-kind contributions a candidate makes to his own campaign must be reported here. Totals and subtotals are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of In-Kind Contributor	2. In-Kind Contributions this Reporting Period			3. Total this Election
	a. Description(s)	b. Date(s)	c. Amount(s)	
NFIB SAFE TRUST 1201 F Street NW Suite 200 Washington, DC 20004  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input type="checkbox"/>	Fax to members	11/19/2007	\$4.83	\$4.83
REPUBLICAN PARTY 11440 N. Lake Sherwood Suite A Baton Rouge, LA 70816  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input checked="" type="checkbox"/>	Early Vote Calls	10/30/2007	\$545.07	\$13,791.16
REPUBLICAN PARTY 11440 N. Lake Sherwood Suite A Baton Rouge, LA 70816  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input checked="" type="checkbox"/>	Advertising - LA Press Assoc	11/01/2007	\$321.30	\$14,112.46
REPUBLICAN PARTY 11440 N. Lake Sherwood Suite A Baton Rouge, LA 70816  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input checked="" type="checkbox"/>	Advertising - LA Press Assoc	11/01/2007	\$303.63	\$14,416.09
REPUBLICAN PARTY 11440 N. Lake Sherwood Suite A Baton Rouge, LA 70816  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input checked="" type="checkbox"/>	Advertising - LA Press Assoc	11/01/2007	\$420.90	\$14,836.99
REPUBLICAN PARTY 11440 N. Lake Sherwood Suite A Baton Rouge, LA 70816  POLITICAL COMMITTEE? <input type="checkbox"/> PARTY COMMITTEE? <input checked="" type="checkbox"/>	Advertising - LA Press Assoc	11/01/2007	\$302.56	\$15,139.55
4. SUBTOTAL (this page)			\$1,898.29	N/A
5. TOTAL (complete only on last page of this schedule)			\$ 1,898.29	N/A
6. IN-KIND CONTRIBUTIONS FROM POLITICAL COMMITTEES				
SUBTOTAL (this page)			\$0.00	TOTAL (complete only on last page of this schedule) \$ 0.00

Form 102, Rev. 3/98, Page Rev. 3/98

## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
ADPRO 407 Neal Wagoner Drive Winnfield, LA 71483	12/12/2007	Advertising - magnetic signs	\$ 96.30
BOYS & GIRLS CLUB OF NATCHITOCHES 715 6th Street Natchitoches, LA 71457	12/21/2007	Donation	\$ 50.00
HERMAN BRIGGS 124 Amanda Natchitoches, LA 71457	10/29/2007	Canvassing	\$ 200.00
CITY OF NATCHITOCHES - UTILITY DEPT. ,	11/05/2007	Campaign headquarters utilities	\$ 178.94
COLFAX PECAN CO. 980 Richardson Road Colfax, LA 71417	12/09/2007	Gifts	\$ 700.00
SUE CREIGHTON 122 Phillip Street Natchitoches, LA 71457	11/08/2007	Campaign office management	\$ 1,000.00
CARL DOUGLAS 4527 Rightway Shreveport, LA 71108	10/29/2007	Canvassing	\$ 250.00
EXCHANGE BANK P. O. Box 446 Natchitoches, LA 71458-0446	10/29/2007	Posted check cost error	\$ 0.65
3. SUBTOTAL (optional)			\$2,475.89
4. TOTAL (optional - complete only on last page of this schedule)			

Form 102, Rev. 3/98, Page Rev. 3/98

## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
FELLOWSHIP OF CHRISTIAN ATHLETES Northwestern State University University Parkway Natchitoches, LA 71457	12/20/2007	Donation	\$ 250.00
GRAYSON'S 5849 Highway 71 Clarence, LA 71414	12/08/2007	Donation - Pastor's luncheon	\$ 67.81
LA FAMILY FORUM 655 St. Ferdinand Street Baton Rouge, LA 70802	12/04/2007	Donation - tickets	\$ 500.00
GERALD LONG 322 Monroe Drive Natchitoches, LA 71457-2604	12/29/2007	Mileage reimbursement	\$ 2,910.00
ROSE LONG 322 Monroe Drive Natchitoches, LA 71457	12/29/2007	Mileage reimbursement	\$ 2,910.00
LOUISIANA SENATE ,	12/10/2007	Gifts	\$ 165.54
MAYFIELD OFFICE SUPPLY 810 Keyser Ave. Natchitoches, LA 71457	11/05/2007	Office supplies	\$ 43.87
ROGER MERSCHBROCK P. O. Box 7273 Natchitoches, LA 71457-7273	11/05/2007	Accounting services	\$ 1,000.00
3. SUBTOTAL (optional)			\$7,847.22
4. TOTAL (optional - complete only on last page of this schedule)			

Form 102, Rev. 3/98, Page Rev. 3/98



## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
ROGER MERSCHBROCK P. O. Box 7273 Natchitoches, LA 71457	12/29/2007	Accounting Services	\$ 1,000.00
NATCHITOCHEs CENTRAL HIGH SCHOOL SOFTBALL 200 Hwy 3110 Natchitoches, LA 71457	12/20/2007	Donation	\$ 25.00
POSEY'S SPORTING GOODS 536 Keyser Blvd. Natchitoches, LA 71457	11/08/2007	Advertising - campaign shirts	\$ 3,390.37
RED RIVER PARISH FAIR & RODEO ,	11/05/2007	Donation	\$ 100.00
LAURIE RICHARDSON 517 Scarborough Ave. Natchitoches, LA 71457	11/08/2007	Office Campaign work	\$ 500.00
SABINE INDEX P. O. Box 850 Many, LA 71449	11/08/2007	Advertising	\$ 41.55
SABINE INDEX P. O. Box 850 Many, LA 71449	12/10/2007	Advertising - newspaper	\$ 49.00
SENATOR'S CHRISTMAS FUND ,	11/14/2007	Donation	\$ 100.00
3. SUBTOTAL (optional)			\$5,205.92
4. TOTAL (optional - complete only on last page of this schedule)			

Form 102, Rev. 3/98, Page Rev. 3/98

## SCHEDULE E-1: EXPENDITURES

Use this schedule to report information on all campaign expenditures for this reporting period. An "expenditure" is any payment made for the purpose of supporting your election to public office and includes monies spent for the campaign's general operating expenses. Any payments made that are not "expenditures" should be reported on SCHEDULE E-2: OTHER DISBURSEMENTS. Totals and subtotals at bottom of page are *optional*. Completion of totals and subtotals may assist in calculating totals that must be reported on the Summary Page.

1. Name and Address of Recipient	2. Expenditures this Reporting Period		
	a. Date(s)	b. Purpose(s)	c. Amount(s)
TOM HEOGH LLC	12/04/2007	Advertising	\$ 130.00
USPS 250 St. Denis Street Natchitoches, LA 71457	10/29/2007	Postage	\$ 123.00
USPS 250 St. Denis Street Natchitoches, LA 71457	12/17/2007	Postage	\$ 39.05
WALMART 925 Keyser Ave. Natchitoches, LA 71457	12/17/2007	Parade candy	\$ 25.07
WINN PARISH ENTERPRISE P. O. Box 750 Winnfield, LA 71483	11/05/2007	Advertising	\$ 75.00
3. SUBTOTAL (optional)			\$392.12
4. TOTAL (optional - complete only on last page of this schedule)			\$ 15,921.15

Form 102, Rev. 3/98, Page Rev. 3/98