SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Executive Branch Personnel PUBLIC FINANCIAL DISCLOSURE REPORT

Form Approved:
OMB No. 3209 - 0001

Date of Appointment, Candidacy, Election, or Nomination *(Month, Day, Year)*: 01/20/2009	**Reporting Status** (Check Appropriate Boxes): Incumbent [X]; Calendar Year Covered by Report: 2009; New Entrant, Nominee, or Candidate [ ]; Termination Filer [ ]; Termination Date *(If Applicable) (Month, Day, Year)*:	
Reporting Individual's Name	Last Name: Axelrod	First Name and Middle Initial: David M
Position for Which Filing	Title of Position: Assistant to the President and Senior Advisor	Department or Agency *(If Applicable)*: White House
Location of Present Office (or forwarding address)	Address *(Number, Street, City, State, and ZIP Code)*: 1600 Pennsylvania Ave., NW, Washington, D.C. 20500	Telephone No. *(Include Area Code)*: 202-456-1414
Position(s) Held with the Federal Government During the Preceding 12 Months *(If Not Same as Above)*	Title of Position(s) and Date(s) Held	
Presidential Nominees Subject to Senate Confirmation	Name of Congressional Committee Considering Nomination: Not Applicable	Do You Intend to Create a Qualified Diversified Trust? [ ] Yes [ ] No
Certification I CERTIFY that the statements I have made on this form and all attached schedules are true, complete and correct to the best of my knowledge.	Signature of Reporting Individual: [signature]	Date *(Month, Day, Year)*: 5/14/10
Other Review (If desired by agency)	Signature of Other Reviewer: Keith Labedz	Date *(Month, Day, Year)*: 6/11/10
Agency Ethics Official's Opinion On the basis of information contained in this report, I conclude that the filer is in compliance with applicable laws and regulations (subject to any comments in the box below).	Signature of Designated Agency Ethics Official/Reviewing Official: [signature]	Date *(Month, Day, Year)*: 6-13-10
Office of Government Ethics Use Only	Signature	Date *(Month, Day, Year)*

Comments of Reviewing Officials *(If additional space is required, use the reverse side of this sheet)*

(Check box if filing extension granted & indicate number of days ______) [ ]

(Check box if comments are continued on the reverse side) [ ]

Fee for Late Filing

Any individual who is required to file this report and does so more than 30 days after the date the report is required to be filed, or, if an extension is granted, more than 30 days after the last day of the filing extension period, shall be subject to a $200 fee.

Reporting Periods

Incumbents: The reporting period is the preceding calendar year except Part II of Schedule C and Part I of Schedule D where you must also include the filing year up to the date you file. Part II of Schedule D is not applicable.

Termination Filers: The reporting period begins at the end of the period covered by your previous filing and ends at the date of termination. Part II of Schedule D is not applicable.

Nominees, New Entrants and Candidates for President and Vice President:

Schedule A--The reporting period for income (BLOCK C) is the preceding calendar year and the current calendar year up to the date of filing. Value assets as of any date you choose that is within 31 days of the date of filing.

Schedule B--Not applicable.

Schedule C, Part I (Liabilities)--The reporting period is the preceding calendar year and the current calendar year up to any date you choose that is within 31 days of the date of filing.

Schedule C, Part II (Agreements or Arrangements)--Show any agreements or arrangements as of the date of filing.

Schedule D--The reporting period is the preceding **two** calendar years and the current calendar year up to the date of filing.

Agency Use Only

5/17/10

OGE Use Only

Supersedes Prior Editions, Which Cannot Be Used.

278-112

NSN 7540-01-070-8444
OGE/Adobe Acrobat version 1.0.2 (11/01/2004)

SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Reporting Individual's Name: Axelrod, David M

SCHEDULE A

Assets and Income

BLOCK A

For you, your spouse, and dependent children, report each asset held for investment or the production of income which had a fair market value exceeding $1,000 at the close of the reporting period, or which generated more than $200 in income during the reporting period, together with such income.

For yourself, also report the source and actual amount of earned income exceeding $200 (other than from the U.S. Government). For your spouse, report the source but not the amount of earned income of more than $1,000 (except report the actual amount of any honoraria over $200 of your spouse).

None ☐

Valuation of Assets at close of reporting period — BLOCK B

Income: type and amount. If "None (or less than $201)" is checked, no other entry is needed in Block C for that item. — BLOCK C

Assets and Income (BLOCK A)	Valuation of Assets (BLOCK B)															Income Type (BLOCK C)				Income Amount (BLOCK C)												
	None (or less than $1,001)	$1,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $250,000	$250,001 - $500,000	$500,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	$5,000,001 - $25,000,000	$25,000,001 - $50,000,000	Over $50,000,000	Excepted Investment Fund	Excepted Trust	Qualified Trust	Dividends	Rent and Royalties	Interest	Capital Gains	None (or less than $201)	$201 - $1,000	$1,001 - $2,500	$2,501 - $5,000	$5,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	Over $5,000,000	Other Income (Specify Type & Actual Amount)	Date (Mo., Day, Yr.) Only if Honoraria
Examples: Central Airlines Common				x												x						x										
Examples: Doe Jones & Smith, Hometown, State			x																												Law Partnership Income $130,000	
Examples: Kempstone Equity Fund					x								x										x									
Examples: IRA: Heartland 500 Index Fund							x						x											x								
1 Harris Bank - Cash (Six Accounts)							X											X						X								
2 David Axelrod & Associates, Inc. -401(k) & Profit Charles Schwab Money Market Fund - SWMXX							X						X			X					X											
3 David Axelrod & Associates, Inc. -401(k) & Profit Schwab S & P Index Fund - SWPPX**					X								X			X						X										
4 David Axelrod & Associates, Inc. -401(k) & Profit Schwab Institutional - ISLCX**	X												X			X						X										
5 David Axelrod & Associates, Inc. -401(k) & Profit Vanguard Inter Term Bond - VBIIX				X									X			X							X									
6 David Axelrod & Associates, Inc. -401(k) & Profit Vanguard Small Cap Index - NAESX			X										X			X					X											

* This category applies only if the asset/income is solely that of the filer's spouse or dependent children. If the asset/income is either that of the filer or jointly held by the filer with the spouse or dependent children, mark the other higher categories of value, as appropriate.

Prior Editions Cannot Be Used.

** In 2009, ISLCX shares converted by Schwab to SWPPX as part of its consolidation of mutual funds.

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SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Reporting Individual's Name
Axelrod, David M

SCHEDULE A continued
(Use only if needed)

Assets and Income

BLOCK A: Assets and Income

BLOCK B: Valuation of Assets at close of reporting period

#	BLOCK A	None (or less than $1,001)	$1,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $250,000	$250,001 - $500,000	$500,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	$5,000,001 - $25,000,000	$25,000,001 - $50,000,000	Over $50,000,000	Excepted Investment Fund	Excepted Trust	Qualified Trust
1	David Axelrod & Associates, Inc. -401(k) & Profit Vanguard Total Intl - VGTSX				X									X		
2	Harris- Flagstar BK FSB Bloomfield Hills MI, Certificate of Deposit 5.05% dtd 8/06/2010				X											
3	Harris - Highland Bk St Michael, MN Certificate of Deposit 4.30% dtd 10/27/2010				X											
4	Harris - RG Premiere BK P R Hato Rey Certificate of Deposit dtd 3/19/2010			X												
5	Harris - Westernbank PR Certificate of Deposit 4.35% dtd 4/08/2010				X											
6	Harris - Franklin Federal Tax Free Class C					X								X		
7	Harris - Federated Capital Reserves		X													
8	IRA Premiere Select - Fidelity Cash Res.						X							X		
9	IRA (Spouse) Premiere Select - Fidelity Cash Res.			X										X		

BLOCK C: **Income:** type and amount. If "None (or less than $201)" is checked, no other entry is needed in Block C for that item.

#	BLOCK A	Type: Dividends	Type: Rent and Royalties	Type: Interest	Type: Capital Gains	Amount: None (or less than $201)	$201 - $1,000	$1,001 - $2,500	$2,501 - $5,000	$5,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	Over $5,000,000	Other Income (Specify Type & Actual Amount)	Date (Mo., Day, Yr.) Only if Honoraria
1	David Axelrod & Associates, Inc. -401(k) & Profit Vanguard Total Intl - VGTSX	X						X										
2	Harris- Flagstar BK FSB Bloomfield Hills MI, Certificate of Deposit 5.05% dtd 8/06/2010			X					X									
3	Harris - Highland Bk St Michael, MN Certificate of Deposit 4.30% dtd 10/27/2010			X					X									
4	Harris - RG Premiere BK P R Hato Rey Certificate of Deposit dtd 3/19/2010			X				X										
5	Harris - Westernbank PR Certificate of Deposit 4.35% dtd 4/08/2010			X					X									
6	Harris - Franklin Federal Tax Free Class C			X					X									
7	Harris - Federated Capital Reserves	X				X												
8	IRA Premiere Select - Fidelity Cash Res.			X				X										
9	IRA (Spouse) Premiere Select - Fidelity Cash Res.			X			X											

* This category applies only if the asset/income is solely that of the filer's spouse or dependent children. If the asset/income is either that of the filer or jointly held by the filer with the spouse or dependent children, mark the other higher categories of value, as appropriate.

SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Reporting Individual's Name: Axelrod, David M

SCHEDULE A continued
(Use only if needed)

Assets and Income (BLOCK A) | **Valuation of Assets** at close of reporting period (BLOCK B) | **Income:** type and amount. If "None (or less than $201)" is checked, no other entry is needed in Block C for that item. (BLOCK C)

#	Assets and Income (Block A)	None (or less than $1,001)	$1,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $250,000	$250,001 - $500,000	$500,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	$5,000,001 - $25,000,000	$25,000,001 - $50,000,000	Over $50,000,000	Excepted Investment Fund	Excepted Trust	Qualified Trust	Type: Dividends	Type: Rent and Royalties	Type: Interest	Type: Capital Gains	Amount: None (or less than $201)	$201 - $1,000	$1,001 - $2,500	$2,501 - $5,000	$5,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	Over $5,000,000	Other Income (Specify Type & Actual Amount)	Date (Mo., Day, Yr.) Only if Honoraria
1	Fidelity - Municipal Money Market							X						X					X				X										
2	AKP&D Media, Inc. - Note rec. for sale of stock in AKP&D Message & Media, Inc.; Chicago, IL									X																						$350,000 (See Schedule C, II, line 2)	
3	ASK Public Strategies, LLC; Note rec. for redemption of interest in same; Chicago, IL									X																						$200,000 (See Schedule C, II, line 1)	
4	Franklin Street Productions - Documentary Production; Chicago, IL (Spouse)				X																X												
5	Confidant Solutions, Inc.; On-line personal secure data storage, Norwalk, CT				X																X												
6	T Rowe Price Tax - Effecient - Multi Cap Growth Fund - PREFX		X											X			X				X												
7	American Institute of Biological Sciences (Spouse)																															Independent Contractor Compensation	
8	The Privatebank and Trust Co. - Cash (Two Accounts)		X																X		X												
9	ASK Public Strategies, LLC - Profit Sharing Plan Charles Schwab Money Market Fund - SWMXX				X									X			X				X												

* This category applies only if the asset/income is solely that of the filer's spouse or dependent children. If the asset/income is either that of the filer or jointly held by the filer with the spouse or dependent children, mark the other higher categories of value, as appropriate.

Do not complete Schedule B if you are a new entrant, nominee, or Vice Presidential or Presidential Candidate

Reporting Individual's Name: Axelrod, David M

SCHEDULE B

Part I: Transactions

Report any purchase, sale, or exchange by you, your spouse, or dependent children during the reporting period of any real property, stocks, bonds, commodity futures, and other securities when the amount of the transaction exceeded $1,000. Include transactions that resulted in a loss.

Do not report a transaction involving property used solely as your personal residence, or a transaction solely between you, your spouse, or dependent child. Check the "Certificate of divestiture" block to indicate sales made pursuant to a certificate of divestiture from OGE.

None ☒

	Identification of Assets	Purchase	Sale	Exchange	Date (Mo., Day, Yr.)	$1,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $250,000	$250,001 - $500,000	$500,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	$5,000,001 - $25,000,000	$25,000,001 - $50,000,000	Over $50,000,000	Certificate of divestiture
Example	Central Airlines Common	x			2/1/99			x									
1																	
2																	
3																	
4																	
5																	

(Transaction Type (x); Amount of Transaction (x))

*This category applies only if the underlying asset is solely that of the filer's spouse or dependent children. If the underlying asset is either held by the filer or jointly held by the filer with the spouse or dependent children, use the other higher categories of value, as appropriate.

Part II: Gifts, Reimbursements, and Travel Expenses

For you, your spouse and dependent children, report the source, a brief description, and the value of: (1) gifts (such as tangible items, transportation, lodging, food, or entertainment) received from one source totaling more than $260, and (2) travel-related cash reimbursements received from one source totaling more than $260. For conflicts analysis, it is helpful to indicate a basis for receipt, such as personal friend, agency approval under 5 U.S.C. § 4111 or other statutory authority, etc. For travel-related gifts and reimbursements, include travel itinerary, dates, and the nature of expenses provided. **Exclude** anything given to you by the U.S. Government; given to your agency in connection with official travel; received from relatives; received by your spouse or dependent child totally independent of their relationship to you; or provided as personal hospitality at the donor's residence. Also, for purposes of aggregating gifts to determine the total value from one source, exclude items worth $104 or less. See instructions for other exclusions.

None ☒

	Source (*Name and Address*)	Brief Description	Value
Examples	Nat'l Assn. of Rock Collectors, NY, NY	Airline ticket, hotel room & meals incident to national conference 6/15/99 (personal activity unrelated to duty)	$500
	Frank Jones, San Francisco, CA	Leather briefcase (personal friend)	$300
1			
2			
3			
4			
5			

SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Do not complete Schedule B if you are a new entrant, nominee, or Vice Presidential or Presidential Candidate

Reporting Individual's Name
Axelrod, David M

SCHEDULE B continued
(Use only if needed)

Part I: Transactions

	Identification of Assets	Transaction Type (x): Purchase	Sale	Exchange	Date (Mo., Day, Yr.)	Amount of Transaction (x): $1,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001 - $250,000	$250,001 - $500,000	$500,001 - $1,000,000	Over $1,000,000*	$1,000,001 - $5,000,000	$5,000,001 - $25,000,000	$25,000,001 - $50,000,000	Over $50,000,000	Certificate of divestiture
1																	
2																	
3																	
4																	
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10																	
11																	
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14																	
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16																	

*This category applies only if the underlying asset is solely that of the filer's spouse or dependent children. If the underlying asset is either held by the filer or jointly held by the filer with the spouse or dependent children, use the other higher categories of value, as appropriate.

SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Reporting Individual's Name		Page Number
Axelrod, David M	SCHEDULE C	

Part I: Liabilities

Report liabilities over $10,000 owed to any one creditor at **any time** during the reporting period by you, your spouse, or dependent children. Check the highest amount owed during the reporting period. **Exclude** a mortgage on your personal residence unless it is rented out; loans secured by automobiles, household furniture or appliances; and liabilities owed to certain relatives listed in instructions. See instructions for revolving charge accounts.

None ☒

	Creditors (*Name and Address*)	Type of Liability	Date Incurred	Interest Rate	Term if applicable	$10,001 - $15,000	$15,001 - $50,000	$50,001 - $100,000	$100,001- $250,000	$250,001 - $500,000	$500,001 - $1,000,000	Over $1,000,000*	$1,000,001- $5,000,000	$5,000,001 - $25,000,000	$25,000,001 - $50,000,000	Over $50,000,000
Examples	First District Bank, Washington, DC	Mortgage on rental property, Delaware	1991	8%	25 yrs.			x								
	John Jones, 123 J St., Washington, DC	Promissory note	1999	10%	on demand					x						
1																
2																
3																
4																
5																

*This category applies only if the liability is solely that of the filer's spouse or dependent children. If the liability is that of the filer or a joint liability of the filer with the spouse or dependent children, mark the other higher categories, as appropriate.

Part II: Agreements or Arrangements

Report your agreements or arrangements for: (1) continuing participation in an employee benefit plan (e.g. pension, 401k, deferred compensation); (2) continuation of payment by a former employer (including severance payments); (3) leaves of absence; and (4) future employment. See instructions regarding the reporting of negotiations for any of these arrangements or benefits.

None ☐

	Status and Terms of any Agreement or Arrangement	Parties	Date
Example	Pursuant to partnership agreement, will receive lump sum payment of capital account & partnership share calculated on service performed through 1/00.	Doe Jones & Smith, Hometown, State	7/85
1	ASK Public Strategies, LLC - Membership redemption agreement; five annual installment payments of $200,000 beginning on December 31, 2009	Eric Sedler and John Kupper remaining members	12/08
2	David Axelrod & Associates, Inc. dba AKP&D Message and Media - Stock purchase agreement; annual installment payments beginning December 31, 2009 of $350,000, $650,000, $400,000 and $600,000, respectively	Newly formed S-Corporation, AKPD Media, Inc.; owned by John Kupper, John Del Cecato& Larry Grisolano	12/08
3	ASK Public Strategies, LLC -Profit Sharing Plan; sold interest in business on 12/31/2008 as indicated above; interest in Profit Sharing Plan assets were left in the plan; no future contributions will be made since no longer an active	ASK Public Strategies, LLC	1/02
4	David Axelrod & Associates, Inc. dba AKP&D Message and Media - Profit Sharing Plan; sold interest in business on December 31, 2008 as indicated above; no future contributions will be made since no longer an active participant	David Axelrod & Associates, Inc.	8/85
5			
6			

SF 278 (Rev. 03/2000)
5 C.F.R. Part 2634
U.S. Office of Government Ethics

Reporting Individual's Name
Axelrod, David M

SCHEDULE D

Part I: Positions Held Outside U.S. Government

Report any positions held during the applicable reporting period, whether compensated or not. Positions include but are not limited to those of an officer, director, trustee, general partner, proprietor, representative, employee, or consultant of any corporation, firm, partnership, or other business enterprise or any non-profit organization or educational institution. **Exclude** positions with religious, social, fraternal, or political entities and those solely of an honorary nature.

None ☐

	Organization (*Name and Address*)	Type of Organization	Position Held	From (*Mo., Yr.*)	To (*Mo.,Yr.*)
Examples	Nat'l Assn. of Rock Collectors, NY, NY	Non-profit education	President	6/92	Present
	Doe Jones & Smith, Hometown, State	Law firm	Partner	7/85	1/00
1	Franklin Street Productions	Documentary productions	Sole-proprietor; dormant	12/2002	3/2009
2					
3					
4					
5					
6					

Part II: Compensation in Excess of $5,000 Paid by One Source

Do not complete this part if you are an Incumbent, Termination Filer, or Vice Presidential or Presidential Candidate.

Report sources of more than $5,000 compensation received by you or your business affiliation for services provided directly by you during any one year of the reporting period. This includes the names of clients and customers of any corporation, firm, partnership, or other business enterprise, or any other non-profit organization when you directly provided the services generating a fee or payment of more than $5,000. You need not report the U.S. Government as a source.

None ☐

	Source (*Name and Address*)	Brief Description of Duties
Examples	Doe Jones & Smith, Hometown, State	Legal services
	Metro University (client of Doe Jones & Smith), Moneytown, State	Legal services in connection with university construction
1		
2		
3		
4		
5		
6		