

ARRIVED
01.07.26
APOC - ANCH
PM HC FAX ELE

January 7, 2026

To: Alaska Public Offices Commission
From: State Senator Cathy Giessel

Re: Case # 25-15-CD Staff Report
Response to 2022 Election Finance reporting by Candidate, Cathy Giessel

Dear Commissioners,

Staff has reviewed the complaint, determined that certain violations occurred, and recommended a fine. I respectfully disagree with some of the staff's findings and offer the following clarification.

As stated on page 8, first line of text, the Staff Report indicates that "APOC staff...assume(d) Winfluence Strategies paid and engaged at least one third-party business." Later on page 8, staff further states that "Winfluence Strategies likely included these greater details in Respondent's invoices or account statements but if not, undoubtedly could provide them."

Both statements are partially correct. Winfluence Strategies did engage a third-party business on four occasions, and I have invoices documenting those engagements. Copies of those invoices are attached to this response. The descriptions contained in the invoices are exactly what appears in my campaign expenditure reports.

Where a third-party business was engaged, that engagement was disclosed in my campaign expenditure reporting. Specifically, invoices 5077, 5069, and 5055 identify Alpha Media as the vendor.

There is one invoice in which an omission occurred. Invoice 5075 should have identified Alpha Media as the CTV campaign vendor. I acknowledge this reporting error.

I worked closely with Winfluence Strategies and its co-owner, Ms. Cherie Curry. Ms. Curry did, in fact, personally perform much of the campaign work in-house, including graphic design, coordination, consulting, media placement, and video production. Although Winfluence is a small firm, Ms. Curry brings extensive prior experience in radio and advertising, which enabled her to design and place advertising without the use of an intermediary.

You may note that the first five invoices list "campaign consulting" services at \$4,000 per month. This charge represented Winfluence's monthly retainer. During those five months, Winfluence's work consisted primarily of periodic meetings, discussions regarding campaign messaging, selecting photographs for printed materials, and placing a Facebook advertisement. There were no additional services that warranted further itemization during that period.

There is a gap in payments from June through the end of September 2022. This gap reflects the financial reality of my campaign at that time. Due to limited fundraising, I was unable to continue

retaining Winfluence and temporarily suspended services. I believed that the door-drop flyer designed in May was sufficient to allow me to proceed independently.

Following winning the Primary Election, I was able to raise sufficient funds to resume Winfluence's services, which were more extensive for the General Election. The invoices therefore resume at that point.

My 2022 campaign was intentionally modest. Having lost the 2020 election, I entered 2022 with limited resources and little fundraising success until after the Primary Election success. My campaign relied heavily on door-to-door outreach rather than on consultants or extensive paid media.

I fully agree that invoice 5075 should have identified Alpha Media as the vendor, and I acknowledge that a fine would be justified for that specific error.

While this response challenges certain aspects of the Staff Report, I want to express my sincere appreciation for APOC and its work. In 2016, due to APOC's reporting requirements, my treasurer and I discovered an unauthorized expenditure from my campaign account. An investigation revealed that a bank employee and spouse had embezzled funds from my account and several others; they were ultimately convicted and served jail time. I would not have discovered or recovered those funds without APOC's required finance reporting and oversight.

Accordingly, while I respectfully dispute portions of the Staff Report, I fundamentally value and thank APOC and its staff for the important work you do.

Respectfully,

Cathy Giessel

Winfluence Strategies, LLC

821 N St Ste 103
Anchorage, AK 99501-3285 US
winfluencestrategies@gmail.com
winfluencestrategies.com

ARRIVED
01.07.26
APOC - ANCH
PM HC FAX ELE

WINFLUENCE
strategies

INVOICE**BILL TO**

Giessel for Alaska
12701 Ridgewood Road
Anchorage, Alaska 99516

INVOICE 5042
DATE 01/09/2022
TERMS Due on receipt
DUE DATE 01/15/2022

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|--|---------------------|---------------------|------|-----------------------------------|
| 01/01/2021 | Consulting Services | Campaign Consulting | 1 | 4,000.00 |
| Thank you Cathy. We are excited to be working together to help you across the finish line! | | | | PAYMENT 4,000.00 |
| | | | | BALANCE DUE \$0.00 PAID |

Pay invoice

work done in-house

Winfluence Strategies, LLC

821 N St Ste 103

Anchorage, AK 99501-3285 US

winfluencestrategies@gmail.com

winfluencestrategies.com

**INVOICE****BILL TO**

Giessel for Alaska

| | |
|----------|----------------|
| INVOICE | 5046 |
| DATE | 02/01/2022 |
| TERMS | Due on receipt |
| DUE DATE | 02/01/2022 |

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|-------------|---------------------|--|------|----------|
| 02/01/2022 | Consulting Services | Logo design, campaign coordination and consulting. | 1 | 4,000.00 |
| <hr/> | | | | 4,000.00 |
| PAYMENT | | | | 4,000.00 |
| <hr/> | | | | \$0.00 |
| PAID | | | | |

Pay invoice

in-house work

Winfluence Strategies, LLC

821 N St Ste 103

Anchorage, AK 99501-3285 US

winfluencestrategies@gmail.com

winfluencestrategies.com

**INVOICE****BILL TO**

Giessel for Alaska

12701 Ridgewood Road

Anchorage, AK 99516

| | |
|----------|----------------|
| INVOICE | 5049 |
| DATE | 03/01/2022 |
| TERMS | Due on receipt |
| DUE DATE | 03/01/2022 |

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|------------|---------------------|-----|----------|----------|
| 03/01/2022 | Consulting Services | 1 | 4,000.00 | 4,000.00 |

Thank you.

| | |
|-------------|----------|
| PAYMENT | 4,000.00 |
| BALANCE DUE | \$0.00 |

PAID

Pay invoice

work done in-house

Winfluence Strategies, LLC

821 N St Ste 103
Anchorage, AK 99501-3285 US
winfluencestrategies@gmail.com
winfluencestrategies.com

**INVOICE**

BILL TO
Giessel for Alaska

INVOICE 5051
DATE 04/03/2022
TERMS Due on receipt
DUE DATE 04/03/2022

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|------------|---------------------|-----|----------|----------|
| 04/01/2022 | Consulting Services | 1 | 4,000.00 | 4,000.00 |

| | |
|-------------|----------|
| PAYMENT | 4,000.00 |
| BALANCE DUE | \$0.00 |

PAID

Pay invoice

work done in-house

Winfluence Strategies, LLC

821 N St Ste 103
Anchorage, AK 99501-3285 US
winfluencestrategies@gmail.com
winfluencestrategies.com

**INVOICE**

BILL TO
Giessel for Alaska

INVOICE 5055
DATE 05/01/2022
TERMS Due on receipt
DUE DATE 05/01/2022

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|-----------------|---------------------|--|------|-------------|
| 05/01/2022 | Consulting Services | Campaign Coordination | 1 | 4,000.00 |
| 05/01/2022 | Advertising | Alpha Media Digital Advertising Pre-paid Digital Advertising | 1 | 1,000.00 |
| Thank You Cathy | | | | |
| PAYMENT | | | | 5,000.00 |
| BALANCE DUE | | | | \$0.00 |
| | | | | PAID |

Pay invoice

Alpha media - vendor
work done in-house

Winfluence Strategies, LLC

821 N St Ste 103
Anchorage, AK 99501-3285 US
winfluencestrategies@gmail.com
winfluencestrategies.com

**INVOICE****BILL TO**

Giessel for Alaska

INVOICE
DATE
TERMS
DUE DATE

5069
09/26/2022
Due on receipt
09/28/2022

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|------------|----------------------------------|-----|----------|----------|
| 09/26/2022 | Advertising | 1 | 4,000.00 | 4,000.00 |
| 09/26/2022 | Website Build and Graphic Design | 1 | 75.00 | 75.00 |
| 09/26/2022 | Website Build and Graphic Design | 1 | 200.00 | 200.00 |

PAYMENT **4,275.00**

BALANCE DUE **\$0.00**
PAID

Pay invoice

AlphaMedia is
Vendor

Design done in-house

Winfluence Strategies, LLC

821 N St Ste 103

Anchorage, AK 99501-3285 US

winfluencestrategies@gmail.com

winfluencestrategies.com

**INVOICE****BILL TO**

Giessel for Alaska

| | |
|----------|----------------|
| INVOICE | 5074 |
| DATE | 10/14/2022 |
| TERMS | Due on receipt |
| DUE DATE | 10/14/2022 |

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|------------|------------------------------|-----|----------|-------------|
| 10/01/2022 | Campaign Consulting Services | 1 | 4,000.00 | 4,000.00 |
| | PAYMENT | | | 4,000.00 |
| | BALANCE DUE | | | \$0.00 |
| | | | | PAID |

Pay invoice

work done in-house

Winfluence Strategies, LLC

821 N St Ste 103

Anchorage, AK 99501-3285 US

winfluencestrategies@gmail.com

winfluencestrategies.com

**INVOICE****BILL TO**

Giessel for Alaska

| | |
|----------|----------------|
| INVOICE | 5077 |
| DATE | 10/19/2022 |
| TERMS | Due on receipt |
| DUE DATE | 10/19/2022 |

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|-------------|-------------|--|------|----------|
| 10/19/2022 | Advertising | YouTube Advertising 10.23-11.08 - Alpha Media | 1 | 5,000.00 |
| PAYMENT | | | | |
| 5,000.00 | | | | |
| BALANCE DUE | | | | |
| \$0.00 | | | | |
| PAID | | | | |

Pay invoice*Alpha Media is vendor*

Winfluence Strategies, LLC

821 N St Ste 103

Anchorage, AK 99501-3285 US

winfluencestrategies@gmail.com

winfluencestrategies.com

**INVOICE****BILL TO**

Giessel for Alaska

| | |
|----------|----------------|
| INVOICE | 5075 |
| DATE | 10/17/2022 |
| TERMS | Due on receipt |
| DUE DATE | 10/17/2022 |

| DATE | DESCRIPTION | QTY | RATE | AMOUNT |
|------------|--------------|-----|----------|---------------|
| 10/22/2022 | Advertising | | | |
| | CTV Campaign | 1 | 5,000.00 | 5,000.00 |
| | PAYMENT | | | 5,000.00 |
| | BALANCE DUE | | | \$0.00 |
| | | | | PAID |

Pay invoice

ERROR
Should have added
"Advertising-Alpha Media"