Executive Branch Personnel
Public Financial Disclosure Report (OGE Form 278e)

Filer's Information

Ayers, James N

Assistant to the President & Chief of Staff to the Vice President, White House

Date of Appointment: 07/26/2017

Other Federal Government Positions Held During the Preceding 12 Months:
None

Electronic Signature - I certify that the statements I have made in this form are true, complete and correct to the best of my knowledge.

/s/ Ayers, James N [electronically signed on 09/18/2017 by Ayers, James N in Integrity.gov] - Filer received a 30 day filing extension.

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 below).
/s/ Passantino, Stefan, Certifying Official [electronically signed on 10/19/2017 by Passantino, Stefan in Integrity.gov]

Other review conducted by
/s/ Passantino, Stefan, Ethics Official [electronically signed on 10/19/2017 by Passantino, Stefan in Integrity.gov]

U.S. Office of Government Ethics Certification

Data Revised 10/18/2017

Data Revised 10/17/2017

Data Revised 10/02/2017

1. Filer's Positions Held Outside United States Government

#	ORGANIZATION NAME	CITY, STATE	ORGANIZATION TYPE	POSITION HELD	FROM	TO
1	C5 Creative Consulting, Inc.	Atlanta, Georgia	Corporation	President and CEO	11/2007	7/2017
2	Ayers Family Holdings, LLC	Atlanta, Georgia	LLC	President and CEO	3/2015	7/2017
3	Everfi, Inc.	Washington, District of Columbia	Corporation	Advisor	3/2011	7/2017
4	Media Group of America, LLC	Alexandria, Virginia	LLC	Board Member	4/2015	7/2017
5	Leading The Way	Atlanta, Georgia	Non-Profit	Board Member	1/2007	9/2016
6	Holmsted, LLC	Atlanta, Georgia	LLC	President and CEO	11/2013	7/2017
7	Digiscore Capital, LLC	Wilmington, Delaware	LLC	Partner	7/2015	12/2016
8	Advance Media Capital LP	Wilmington, Delaware	Partnership	Limited Partner	12/2015	12/2016
9	Advance Media Capital GP, LLC	Wilmington, Delaware	LLC	Limited Partner	12/2015	12/2016
10	SixSeventyFive Investments, LLC	Atlanta, Georgia	LLC	Member	8/2015	7/2017
11	America First Policies, Inc.	Arlington, Virginia	Non-Profit	Director and Chairman of the Board	4/2017	7/2017
12	America First Action, Inc.	Arlington, Virginia	Non-Profit	Director	4/2017	7/2017

2. Filer's Employment Assets & Income and Retirement Accounts

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	C5 Creative Consulting, Inc., S-Corp. (Consulting)	N/A		Salary	$400,000
2	C5 Creative Consulting, Inc. (Consulting)	N/A	$5,000,001 - $25,000,000	Dividends	$1,000,001 - $5,000,000
3	Ayers Family Holdings, LLC	No			
3.1	Woven Orthopedics Technologies, LLC	N/A	$100,001 - $250,000		None (or less than $201)
3.2	Merit Partners, LLC	N/A	None (or less than $1,001)	Interest	$2,501 - $5,000
3.3	Code Runner, LLC	N/A	None (or less than $1,001)		None (or less than $201)
3.4	Digiscore Capital, LLC	N/A	None (or less than $1,001)	Capital Gains	$50,001 - $100,000
3.5	Media Group of America, LLC	N/A	None (or less than $1,001)	Dividends	$50,001 - $100,000
3.6	Advance Media Capital GP, LLC	No	None (or less than $1,001)		None (or less than $201)
3.6.1	Advance Media Capital LP	N/A	None (or less than $1,001)		None (or less than $201)
3.6.2	Data Analytics Media, LLC	N/A	None (or less than $1,001)		None (or less than $201)
4	C5 Creative Consulting Inc 401k	No			
4.1	Family Capital Management Short Duration LLC	No	$100,001 - $250,000		None (or less than $201)
4.1.1	Sit Short Duration Plus (the filer does not own title to the underlying assets in this account, which contains more than a hundred collaterized mortgage obligations)	No			
4.1.2	MacKay Muni St Opps - MSTIX	Yes			
4.1.3	BlackRock Low Duration - CLDBX	Yes			

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
4.1.4	Palmer Square Ultra SD IG (privately-offered fund, underlying assets not readily ascertainable)	No			
4.2	U.S. brokerage money market cash account	N/A	$1,001 - $15,000		None (or less than $201)
5	SixSeventyFive Investments, LLC	No			None (or less than $201)
5.1	ExamMed, LLC (telemedical services)	N/A	$15,001 - $50,000		None (or less than $201)
5.2	Treehouse Health, LLC (healthcare investment and advisory services)	N/A	$15,001 - $50,000		None (or less than $201)
6	Holmsted, LLC	No			
6.1	Agricultural real estate, Macon County, GA (forestry)	N/A	$1,000,001 - $5,000,000		None (or less than $201)
6.2	Agricultural real estate, Perry, GA (forestry and pecans)	N/A	$500,001 - $1,000,000	Farming income	$3,789
6.3	Agricultural real estate, Kathleen, GA (forestry)	N/A	$1,000,001 - $5,000,000		None (or less than $201)
7	Everfi, Inc. stock options	N/A	$100,001 - $250,000		None (or less than $201)
8	Everfi, Inc. common stock	N/A	$50,001 - $100,000		None (or less than $201)
9	Concourse Capital Partners II L.P.	Yes	None (or less than $1,001)		$50,001 - $100,000

3. Filer's Employment Agreements and Arrangements

#	EMPLOYER OR PARTY	CITY, STATE	STATUS AND TERMS	DATE
1	C5 Creative Consulting, Inc., S-Corp, 401(k)	Atlanta, Georgia	Filer will continue to participate in this defined contribution plan. The plan sponsor no longer makes contributions to the filer.	12/2013

4. Filer's Sources of Compensation Exceeding $5,000 in a Year

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
1	Bruce Rauner Transition Committee, Inc.	Chicago, Illinois	Consulting Services (C5 Creative Consulting, Inc.)
2	Citizens for Rauner, Inc.	Chicago, Illinois	Consulting Services (C5 Creative Consulting, Inc.)
3	Turnaround Illinois, Inc.	Washington, District of Columbia	Consulting Services (C5 Creative Consulting, Inc.)
4	Aflac, Inc.	Columbus, Georgia	Consulting Services (C5 Creative Consulting, Inc.)
5	Mike Pence for Indiana	Indianapolis, Indiana	Consulting Services (C5 Creative Consulting, Inc.)
6	Paces Direct, LLC	Atlanta, Georgia	Consulting Services (C5 Creative Consulting, Inc.)
7	IMGE, LLC	Alexandria, Virginia	Consulting Services (C5 Creative Consulting, Inc.)
8	Target Enterprises, Inc.	Sherman Oaks, California	Business partnership (C5 Creative Consulting, Inc.)
9	ConnectSouth Public Affairs	Atlanta, Georgia	Sublease rent (C5 Creative Consulting, Inc.)
10	A New Missouri, Inc.	Jefferson City, Missouri	Consulting Services (C5 Creative Consulting, Inc.)
11	Something Else Strategies, LLC	Easley, South Carolina	Consulting Services (C5 Creative Consulting, Inc.)
12	NextEra Energy, Inc.	Juno Beach, Florida	Consulting Services (C5 Creative Consulting, Inc.)
13	New Frontier Strategy, LLC	Alexandria, Virginia	Consulting Services (C5 Creative Consulting, Inc.)
14	Centene Management Company, LLC	Saint Louis, Missouri	Consulting Services (C5 Creative Consulting, Inc.)
15	Greitens for Missouri	Saint Louis, Missouri	Consulting Services (C5 Creative Consulting, Inc.)

#	SOURCE NAME	CITY, STATE	BRIEF DESCRIPTION OF DUTIES
16	Eric Holcomb for Indiana	Indianapolis, Indiana	Consulting Services (C5 Creative Consulting, Inc.)
17	William Lee	Atlanta, Georgia	Consulting Services (C5 Creative Consulting, Inc.)
18	Freedom Frontier	West Chester, Ohio	Consulting Services (C5 Creative Consulting, Inc.)
19	OnTarget Public Affairs, LLC	Atlanta, Georgia	Consulting Services (C5 Creative Consulting, Inc.)
20	CPS Payment Services, LLC	Carmel, Indiana	Consulting Services (C5 Creative Consulting, Inc.)
21	Targeted Victory, LLC	Alexandria, Virginia	Consulting Services (C5 Creative Consulting, Inc.)
22	Clark Fork Group, LLC	Thompson Falls, Montana	Consulting Services (C5 Creative Consulting, Inc.)
23	Advance Media Capital GP, LLC	Wilmington, Delaware	Advisory Services (Ayers Family Holdings, LLC)
24	Advance Media Capital LP	Wilmington, Delaware	Advisory Services (Ayers Family Holdings, LLC)
25	Digiscore Capital, LLC	Wilmington, Delaware	Advisory Services (Ayers Family Holdings, LLC)
26	The Coca-Cola Company	Atlanta, Georgia	Consulting Services (C5 Creative Consulting, Inc.)
27	C5 Creative Consulting, Inc.	Atlanta, Georgia	President & CEO
28	Ayers Family Holdings, LLC	Atlanta, Georgia	President & CEO
29	Holmsted, LLC	Atlanta, Georgia	President and CEO
30	Great America Committee	Arlington, Virginia	Consulting Services (C5 Creative Consulting, Inc.)
31	Media Group of America, LLC	Alexandria, Virginia	Board of Directors (Ayers Family Holdings, LLC)

5. Spouse's Employment Assets & Income and Retirement Accounts

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	C5 Creative Consulting, Inc., S-Corp (Consulting)	N/A	$5,000,001 - $25,000,000	Salary	
2	C5 Creative Consulting Inc, 401k	No			
2.1	U.S. brokerage money market cash account	N/A	$1,001 - $15,000		None (or less than $201)
2.2	Family Capital Management Short Duration LLC	No	$100,001 - $250,000		None (or less than $201)
2.2.1	MacKay Muni St Opps - MSTIX	Yes			
2.2.2	BlackRock Low Duration - CLDBX	Yes			
2.2.3	Palmer Square Ultra SD IG (privately-offered fund, underlying assets not readily ascertainable)	No			
2.2.4	Sit Short Duration Plus (the filer's spouse does not own title to the underlying assets in this account, which contains more than a hundered collaterized mortgage obligations)	No			
3	Holmsted, LLC	No	$1,000,001 - $5,000,000		
3.1	Agricultural real estate, Macon County, GA (forestry)	N/A	$1,000,001 - $5,000,000		None (or less than $201)
3.2	Agricultural real estate, Perry, GA (forestry and pecans)	N/A	$500,001 - $1,000,000		None (or less than $201)
3.3	Agricultural real estate, Kathleen, GA (forestry)	N/A	$1,000,001 - $5,000,000		None (or less than $201)
4	Ayers Family Holdings, LLC	No			
4.1	Woven Orthopedics Technologies, LLC	N/A	$100,001 - $250,000		None (or less than $201)
5	Concourse Capital Partners II L.P.	Yes	None (or less than $1,001)		$50,001 - $100,000

6. Other Assets and Income

#	DESCRIPTION	EIF	VALUE	INCOME TYPE	INCOME AMOUNT
1	U.S. bank account (cash)	N/A	$100,001 - $250,000	Interest	$5,001 - $15,000
2	U.S. money market account #1 (cash)	N/A	$1,000,001 - $5,000,000	Interest	$15,001 - $50,000
3	Family Capital Management Short Duration LLC	No	$250,001 - $500,000		
3.1	BlackRock Low Duration - CLDBX	Yes			
3.2	MacKay Muni St Opps - MSTIX	Yes			
3.3	Palmer Square Ultra SD IG (privately-offered fund, underlying assets not readily ascertainable)	No			
3.4	Sit Short Duration Plus (the filer does not own title to the underlying assets in this account, which contains more than a hundred collaterized mortgage obligations)	No			
3.5	U.S.brokerage money market cash account	N/A	$100,001 - $250,000		None (or less than $201)
4	U.S. money market account #2 (cash)	N/A	$1,000,001 - $5,000,000	Interest	$15,001 - $50,000
5	Facebook, Inc. - Class A Common Stock	N/A	$15,001 - $50,000		None (or less than $201)
6	Concourse Capital Partners L.P.	Yes	$500,001 - $1,000,000		None (or less than $201)
7	JAM BACE 2 Cor 4:8, LP	N/A	$100,001 - $250,000		None (or less than $201)
8	Residential real estate #1, Atlanta, GA	N/A	$1,000,001 - $5,000,000		None (or less than $201)
9	Residential real estate #2, Atlanta, GA	N/A	$250,001 - $500,000		None (or less than $201)

7. Transactions

(N/A) - Not required for this type of report

8. Liabilities

None

9. Gifts and Travel Reimbursements

(N/A) - Not required for this type of report

Endnotes

Summary of Contents

1. Filer's Positions Held Outside United States Government

Part 1 discloses positions that the filer held at any time during the reporting period (excluding positions with the United States Government). Positions are reportable even if the filer did not receive compensation.

This section does not include the following: (1) positions with religious, social, fraternal, or political organizations; (2) positions solely of an honorary nature; (3) positions held as part of the filer's official duties with the United States Government; (4) mere membership in an organization; and (5) passive investment interests as a limited partner or non-managing member of a limited liability company.

2. Filer's Employment Assets & Income and Retirement Accounts

Part 2 discloses the following:

- Sources of earned and other non-investment income of the filer totaling more than $200 during the reporting period (e.g., salary, fees, partnership share, honoraria, scholarships, and prizes)
- Assets related to the filer's business, employment, or other income-generating activities that (1) ended the reporting period with a value greater than $1,000 or (2) produced more than $200 in income during the reporting period (e.g., equity in business or partnership, stock options, retirement plans/accounts and their underlying holdings as appropriate, deferred compensation, and intellectual property, such as book deals and patents)

This section does not include assets or income from United States Government employment or assets that were acquired separately from the filer's business, employment, or other income-generating activities (e.g., assets purchased through a brokerage account). Note: The type of income is not required if the amount of income is $0 - $200 or if the asset qualifies as an excepted investment fund (EIF).

3. Filer's Employment Agreements and Arrangements

Part 3 discloses agreements or arrangements that the filer had during the reporting period with an employer or former employer (except the United States Government), such as the following:

- Future employment
- Leave of absence
- Continuing payments from an employer, including severance and payments not yet received for previous work (excluding ordinary salary from a current employer)
- Continuing participation in an employee welfare, retirement, or other benefit plan, such as pensions or a deferred compensation plan
- Retention or disposition of employer-awarded equity, sharing in profits or carried interests (e.g., vested and unvested stock options, restricted stock, future share of a company's profits, etc.)

4. Filer's Sources of Compensation Exceeding $5,000 in a Year

Part 4 discloses sources (except the United States Government) that paid more than $5,000 in a calendar year for the filer's services during any year of the reporting period.

The filer discloses payments both from employers and from any clients to whom the filer personally provided services. The filer discloses a source even if the source made its payment to the filer's employer and not to the filer. The filer does not disclose a client's payment to the filer's employer if the filer did not provide the services for which the client is paying.

5. Spouse's Employment Assets & Income and Retirement Accounts

Part 5 discloses the following:

- Sources of earned income (excluding honoraria) for the filer's spouse totaling more than $1,000 during the reporting period (e.g., salary, consulting fees, and partnership share)
- Sources of honoraria for the filer's spouse greater than $200 during the reporting period
- Assets related to the filer's spouse's employment, business activities, other income-generating activities that (1) ended the reporting period with a value greater than $1,000 or (2) produced more than $200 in income during the reporting period (e.g., equity in business or partnership, stock options, retirement plans/accounts and their underlying holdings as appropriate, deferred compensation, and intellectual property, such as book deals and patents)

This section does not include assets or income from United States Government employment or assets that were acquired separately from the filer's spouse's business, employment, or other income-generating activities (e.g., assets purchased through a brokerage account). Note: The type of income is not required if the amount of income is $0 - $200 or if the asset qualifies as an excepted investment fund (EIF). Amounts of income are not required for a spouse's earned income (excluding honoraria).

6. Other Assets and Income

Part 6 discloses each asset, not already reported, that (1) ended the reporting period with a value greater than $1,000 or (2) produced more than $200 in investment income during the reporting period. For purposes of the value and income thresholds, the filer aggregates the filer's interests with those of the filer's spouse and dependent children.

This section does not include the following types of assets: (1) a personal residence (unless it was rented out during the reporting period); (2) income or retirement benefits associated with United States Government employment (e.g., Thrift Savings Plan); and (3) cash accounts (e.g., checking, savings, money market accounts) at a single financial institution with a value of $5,000 or less (unless more than $200 of income was produced). Additional exceptions apply. Note: The type of income is not required if the amount of income is $0 - $200 or if the asset qualifies as an excepted investment fund (EIF).

7. Transactions

Part 7 discloses purchases, sales, or exchanges of real property or securities in excess of $1,000 made on behalf of the filer, the filer's spouse or dependent child during reporting period.

This section does not include transactions that concern the following: (1) a personal residence, unless rented out; (2) cash accounts (e.g., checking, savings, CDs, money market accounts) and money market mutual funds; (3) Treasury bills, bonds, and notes; and (4) holdings within a federal Thrift Savings Plan account. Additional exceptions apply.

8. Liabilities

Part 8 discloses liabilities over $10,000 that the filer, the filer's spouse or dependent child owed at any time during the reporting period.

This section does not include the following types of liabilities: (1) mortgages on a personal residence, unless rented out (limitations apply for PAS filers); (2) loans secured by a personal motor vehicle, household furniture, or appliances, unless the loan exceeds the item's purchase price; and (3) revolving charge accounts, such as credit card balances, if the outstanding liability did not exceed $10,000 at the end of the reporting period. Additional exceptions apply.

9. Gifts and Travel Reimbursements

This section discloses:

- Gifts totaling more than $375 that the filer, the filer's spouse, and dependent children received from any one source during the reporting period.
- Travel reimbursements totaling more than $375 that the filer, the filer's spouse, and dependent children received from any one source during the reporting period.

For purposes of this section, the filer need not aggregate any gift or travel reimbursement with a value of $150 or less. Regardless of the value, this section does not include the following items: (1) anything received from relatives; (2) anything received from the United States Government or from the District of Columbia, state, or local governments; (3) bequests and other forms of inheritance; (4) gifts and travel reimbursements given to the filer's agency in connection with the filer's official travel; (5) gifts of hospitality (food, lodging, entertainment) at the donor's residence or personal premises; and (6) anything received by the filer's spouse or dependent children totally independent of their relationship to the filer. Additional exceptions apply.

Privacy Act Statement

Title I of the Ethics in Government Act of 1978, as amended (the Act), 5 U.S.C. app. § 101 et seq., as amended by the Stop Trading on Congressional Knowledge Act of 2012 (Pub. L. 112-105) (STOCK Act), and 5 C.F.R. Part 2634 of the U. S. Office of Government Ethics regulations require the reporting of this information. The primary use of the information on this report is for review by Government officials to determine compliance with applicable Federal laws and regulations. This report may also be disclosed upon request to any requesting person in accordance with sections 105 and 402(b)(1) of the Act or as otherwise authorized by law. You may inspect applications for public access of your own form upon request. Additional disclosures of the information on this report may be made: (1) to any requesting person, subject to the limitation contained in section 208(d)(1) of title 18, any determination granting an exemption pursuant to sections 208(b)(1) and 208(b)(3) of title 18; (2) to a Federal, State, or local law enforcement agency if the disclosing agency becomes aware of violations or potential violations of law or regulation; (3) to another Federal agency, court or party in a court or Federal administrative proceeding when the Government is a party or in order to comply with a judge-issued subpoena; (4) to a source when necessary to obtain information relevant to a conflict of interest investigation or determination; (5) to the National Archives and Records Administration or the General Services Administration in records management inspections; (6) to the Office of Management and Budget during legislative coordination on private relief legislation; (7) to the Department of Justice or in certain legal proceedings when the disclosing agency, an employee of the disclosing agency, or the United States is a party to litigation or has an interest in the litigation and the use of such records is deemed relevant and necessary to the litigation; (8) to reviewing officials in a new office, department or agency when an employee transfers or is detailed from one covered position to another; (9) to a Member of Congress or a congressional office in response to an inquiry made on behalf of an individual who is the subject of the record; (10) to contractors and other non-Government employees working on a contract, service or assignment for the Federal Government when necessary to accomplish a function related to an OGE Government-wide system of records; and (11) on the OGE Website and to any person, department or agency, any written ethics agreement filed with OGE by an individual nominated by the President to a position requiring Senate confirmation. See also the OGE/GOVT-1 executive branch-wide Privacy Act system of records.

Public Burden Information

This collection of information is estimated to take an average of three hours per response, including time for reviewing the instructions, gathering the data needed, and completing the form. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Program Counsel, U.S. Office of Government Ethics (OGE), Suite 500, 1201 New York Avenue, NW., Washington, DC 20005-3917.

Pursuant to the Paperwork Reduction Act, as amended, an agency may not conduct or sponsor, and no person is required to respond to, a collection of information unless it displays a currently valid OMB control number (that number, 3209-0001, is displayed here and at the top of the first page of this OGE Form 278e).