

BALLARD | PARTNERS

December 4, 2015

Ms. Lorie Mertens-Black
Chief Civic Affairs Officer
City of Hollywood
Office of the City Manager
2600 Hollywood Blvd., Suite 401
Hollywood, FL 33020-9045

Dear Lorie,

Thank you for your cooperation while we make this transition.

Attached is a press release announcing my partnership with Ballard Partners. Ballard Partners is one of the largest lobbying groups in the State of Florida, and aligning with this group will help me better serve all of my clients, including the City of Hollywood.

I will continue to be the registered lobbyist on record for City of Hollywood, and I will continue to operate in the same offices that I've been working from in Fort Lauderdale, and will continue to provide the highest level of service to you and the City of Hollywood.

Please let me know if you have any questions or concerns. I am happy to discuss with you or any members of the Commission of the City of Hollywood.

Respectfully submitted,



Justin J. Sayfie

TALLAHASSEE
403 East Park Ave.
Tallahassee, FL 32301
850.577.0444
850.577.0022 fax

WEST PALM BEACH
1400 Centre Park Blvd.
Suite 1010
West Palm Beach, FL 33401
561.253.3232

JACKSONVILLE
818 A1A North
The Veranda, Suite 101
Ponte Vedra Beach, FL 32082
904.834.2679

MIAMI
2 Alhambra Pl., Ste 102
Coral Gables, FL 33134
305.456.8479
786.542.6997 fax

TAMPA
2202 N. West Shore Blvd.
Suite 200
Tampa, FL 33607
813.294.7024

ORLANDO
618 E South Street
Suite 500
Orlando, FL 32801
407.803.3878

FORT LAUDERDALE
450 E. Las Olas Blvd.
Suite 1500
Ft. Lauderdale, FL 33301
954.302.5989



Justin Sayfie to Lead Ballard Partners' Fort Lauderdale Office

FORT LAUDERDALE, Fla. – Florida's top government affairs firm, Ballard Partners, today announced Justin Sayfie is joining the firm as the Managing Partner of the new Fort Lauderdale office. In addition to his role with Ballard Partners, Sayfie will continue to provide legal services exclusively at Sayfie Law Firm.

Sayfie is an attorney, government relations consultant and publisher of the Sayfie Review. From 1999 to 2001, Justin served as a top advisor to former Florida Governor Jeb Bush. In his career as a lobbyist, Justin has successfully represented Google, AutoNation, University of Miami, Huizenga Holdings, City of Hollywood, Rybovich, Sentry Data Systems, Pediatrix, City of Aventura and others.

"Justin's experience in the local, state and national arenas make him a formidable and uniquely influential addition to the team," said Brian Ballard, president of Ballard Partners. "We're honored to have him join our firm and bring his unique expertise and experience to our clients."

Since 2002, Sayfie has published SayfieReview.com, an award-winning and nonpartisan online publication focused on Florida politics that has been described by the Tampa Bay Times as the "online Bible for Florida political junkies." According to a 2014 survey, 73.1 percent of Florida legislators get their news from Sayfie Review, making it the top news source for Florida's lawmakers.

"I am delighted to be joining forces with Brian Ballard and the exceptional team throughout Florida at Ballard Partners," said Sayfie. "With our firm's offices in Tallahassee, Miami, Jacksonville, Tampa, Orlando and West Palm Beach, we will be able to provide unrivaled service to our clients here in Fort Lauderdale and all around our great state."

In September 2013, Sayfie launched the Sayfie Review Florida Leaders Summit. The Summit is an invitation-only event for Florida's top leaders, modeled after the World Economic Forum in Davos, Switzerland. Speakers at the Summit have included Arianna Huffington, Joe Scarborough, Mika Brzezinski, Governor Rick Scott, Dr. Fareed Zakaria and Ray Kurzweil.

In June 2007, President George W. Bush appointed Sayfie to the President's Commission on White House Fellows, where he served until 2009. In 2007, Sayfie served as a delegate for the American Council on Germany's Young Leaders Conference in Berlin and Munich and in 2008 he served as a delegate in the American Swiss Foundation's Young Leaders Conference in Geneva.

Sayfie is an avid Miami Heat and University of Miami sports fan. He enjoys reading, traveling and going to the beach with his three kids. Follow him on Twitter at [@JustinSayfie](https://twitter.com/JustinSayfie).

###

About Ballard Partners

Ballard Partners has been named by state and national publications as the leading government affairs firm in the Sunshine State. The Florida-based lobbying firm, with offices in Tallahassee, Jacksonville, West Palm Beach, Miami, Ft. Lauderdale, Orlando and Tampa, combines extensive experience in government affairs with unwavering advocacy to maximize results for the clients they serve. The Ft. Lauderdale office is located at 450 E. Las Olas Blvd, Suite 1500, Ft. Lauderdale, Florida 33301. Visit <http://ballard-partners.com> for more information.