

***Response to  
RFP 4581-18-JE***

***State & Local  
Lobbying Services  
For City of Hollywood, FL***



**April 26, 2018**

***Submitted by:  
Bernie Friedman, Team Leader  
Nick Matthews  
Yolanda Cash Jackson  
Ellyn Bogdanoff  
Jose Bermudez  
Mario Bailey  
Jose Fuentes***

**Becker**  
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204 South Monroe Street,  
Suite 203  
Tallahassee, FL 32301

Issue Date

**ACKNOWLEDGMENT AND SIGNATURE PAGE**

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): Becker & Poliakoff, PA (d/b/a "Becker")

Federal Tax Identification Number: 59-1640708

If Corporation - Date Incorporated/Organized: December 22, 1975

State Incorporated/Organized: Florida

Company Operating Address: 1 East Broward Blvd.. Suite 1800

City Ft. Lauderdale State FL Zip Code 33301

Remittance Address (if different from ordering address): \_\_\_\_\_

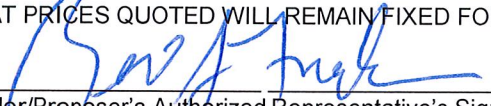
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Company Contact Person: Bernie Friedman Email Address: BFriedman@beckerlawyers.com

Phone Number (include area code): (954) 985-4180 Fax Number (include area code): (954) 985-6814

Company's Internet WebAddress: www.beckerlawyers.com

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

  
Bidder/Proposer's Authorized Representative's Signature: \_\_\_\_\_ Date 4/26/18

Type or Print Name: Bernie Friedman

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FORM THE AWARD PROCESS.

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**LETTER OF TRANSMITTAL**

April 26, 2018

City of Hollywood  
Office of the City Clerk  
2600 Hollywood Blvd., Room 221  
Hollywood, FL 33020

**Re: Letter of Transmittal - RFP 4581-18-JE – State & Local Lobbying Services**

**Dear Mayor, Vice Mayor, Commissioners, Manager, Attorney, Chief Civic Affairs Officer and Selection Committee Members:**

For nearly 30 years, Becker has proudly represented Hollywood as its State Government lobbyist and for the past 7 years, as its lobbyist before the Broward County Commission. Our goal has been and continues to be *to assist the City with the coordination, development and ultimately, the success of its state and local legislative program by providing the highest quality, professional and experienced lobbying services.*

We have carefully read the RFP and Attachment A and understand the work to be done going forward. We are ready to hit the ground running with our in-depth knowledge of Hollywood's priority issues and our network of contacts to provide integrated, comprehensive representation at the state and county levels. There is no better way to quickly demonstrate our understanding of the work to be done and express our commitment to Hollywood than to highlight some of our significant recent accomplishments on behalf of the City.

**Recent State and Local Accomplishments for Hollywood**

The following examples demonstrate our deep understanding of Hollywood's most important issues and our ability to accomplish the City's goals.

- 1) ***Bypass and Beaches:*** Every year, we fight at the state and local levels to preserve Hollywood's vital economic engine, its beaches. Over the course of a few years, we are proud to be a driving force behind the Port Everglades Sand Bypass project receiving its entire state cost share of almost \$20 million. Additionally, we have helped secure most of the state's share of preliminary engineering and design money for the Segment III beach nourishment project. At the same time we have seamlessly worked with Broward County to ensure that the millions of dollars in County funding is in place for both the bypass and Segment III project.

- 2) **Vacation Rental Preemption:** During the last three Legislative Sessions, we have successfully fought against further intrusive attempts to preempt local vacation rental regulations.
- 3) **Seminole Compact Funding:** We continually fight to secure Hollywood's share of the Seminole Compact. In 2017, \$1,106,551 was received through this vital arrangement (almost \$8 million since 2011). We fought every attempt to reduce Hollywood's share.
- 4) **BSO South Satellite Booking Transport:** We secured an annual appropriation of \$200,000 to assist with Prisoner Transportation Services from the South Satellite Booking facility. This appropriation has been renewed in two consecutive years for a total of \$400,000.
- 5) **Senior Center Funding:** Every year of our contract with Hollywood, we have secured at least \$228,000 in much needed funding for the Fred Lippman Senior Center. To date, we have helped bring home over \$6,000,000 to keep this important facility operating.
- 6) **Ocean Outfall:** In addition to saving the City literally hundreds of millions of dollars by working with DEP pass and implement language in state statute to allow Hollywood flexibility in meeting the 60% re-use requirement, we successfully worked against legislative attempts to roll back these cost saving provisions. This has been a real team effort led by Steve Joseph, the City's Utility Director.
- 7) **CRA Reforms and Negotiations:** We continue to work with the County, City and CRA to allow for additional county funds to be used by the City for housing and other needs. Additionally, we have fought against state level attempts to eliminate or diminish CRA's.
- 8) **Miller Claims Bill Settlement:** The firm fought tirelessly to get the \$100,000 settlement Miller Claim bill through the legislature. This was a significant win, considering the jury awarded Miller \$700,000 for pain and suffering, \$200,000 for past suffering and \$500,000 for future suffering.
- 9) **Washington Park Street Light Improvements:** In 2016, we successfully fought for \$150,000 for Street Light enhancements in Washington Park. This is a very important project to help reduce crime in a crime prone area.
- 10) **Protecting Hollywood's Tax Base:** Over the years, we have quarterbacked significant annexation initiatives, defended against even more significant deannexation initiatives such as Port Everglades and have been at the forefront in proactively working with the airport, seaport and TDC in promoting Hollywood.
- 11) **Protecting Hollywood in Emergencies** – We were intimately involved with the City, Broward County, the state, and FEMA in ensuring timely support for Hollywood during the most recent Hurricane.

**The Firm and Your Team Members**

Becker celebrated its 45<sup>th</sup> year of serving clients in 2018. With 12 offices throughout Florida, our State lobbying team has the unique advantage of getting to know legislators around the state on their home turf. We are committed to the communities in which we live and work as demonstrated by our attorneys and staff who are leaders in many civic and charitable organizations, such as the Hollywood Art & Culture Center, Huizenga Boys & Girls Club, Hollywood Broward Outreach Center, Hollywood PAL, Greater Hollywood YMCA Family Center and legal and business organizations such as the Hollywood Chamber of Commerce, and South Broward Bar.

Led by Hollywood native, lawyer-lobbyist Bernie Friedman, the team includes experienced, diverse (in gender, race, nationality, political party) and well-connected lobbyists in Tallahassee and Broward County including Yolanda Cash Jackson – Shareholder, Nick Mathews – Senior Government Relations Consultant, Ellyn Bogdanoff – former State Senator, State Representative and Shareholder, Mario Bailey – Senior Government Relations Consultant, Jose Fuentes – Senior Government Relations Consultant and Jose Bermudez – Senior Government Relations Consultant. As a shareholder of the firm and lead lobbyist for the team, Bernie is authorized to make representations for the firm. Each member of the team shares time between the South Florida offices and Tallahassee.

After 28 years, we have gained a profound understanding of the City and all its operations. Additionally, I have lived and raised my family in Hollywood for 59 years and instinctively know when an issue at the County or state is important to Hollywood.

While proud of our past accomplishments, we are committed to working together on the many new projects impacting Hollywood. We are confident that no other team will: better understand your issues; work harder; care more; be as connected to both parties and their leaders; or be more passionate and personally committed to getting the job done for you.

It would be an honor to continue representing my home City. Thank you for your consideration of this proposal.

Sincerely,



Bernie Friedman  
Chair, Government Law & Lobbying Group  
Becker  
1 E. Broward Blvd., 18<sup>th</sup> Floor  
Fort Lauderdale, FL 33301  
(954) 985-4180(o)  
(954) 328-9144(c)  
bfriedman@beckerlawyers.com

## PROFILE OF PROPOSER

**A. State whether your organization is nation, regional or local.**

With 16 offices, the Becker Firm is locally minded but has a national footprint. We are proudly headquartered in Broward County, Florida and have 11 additional Florida offices that provide great outreach opportunities to legislators around the state. We are supported by four more offices in Washington D.C., New Jersey and New York.

**B. State the location of the office from which your work is to be performed.**

As we have for nearly 30 years, the firm will provide State and Local Lobbying Services from the Broward and Tallahassee Offices. The firm keeps a fully operation office in Tallahassee to ensure we have all the tools necessary to represent the City at the legislative and executive levels.

**C. Describe the firm, including the size, range of activities, etc. Particular emphasis should be given as to how the firm-wide experience and expertise in the area addressed by this Request for Proposal, will be brought to bear on the proposed work.**

Becker is proudly a Broward County-headquartered law firm that has been lobbying the Florida Legislature since its founding in 1973. At that time, firm founder Alan Becker served as a State Representative and later, he and his partner Gary Poliakoff lobbied the Legislature to create new laws to protect homeowners which eventually became Chapter 719, the Condominium Act. In 1991, lawyer lobbyist Bernie Friedman joined the firm and began its official lobbying practice representing the City of Hollywood and the Florida Association of Jewish Federations, among others. Today, the firm includes 170 lawyers, lobbyists in offices throughout Florida and along the east coast, including a Federal lobbying practice in Washington, D.C. In addition to Government Law and Lobbying, the firm's practice groups include Condominium and HOA Law, Real Estate, Construction, Litigation, Corporate law and several other boutique practice areas. Clients get the added benefit of hundreds of other professionals able to analyze and draft legislation. As a law firm, the client also gets the added benefit of the ethical cannons of the Florida Bar.

The Government Law & Lobbying practice is lead by lawyer-lobbyist Bernie Friedman. Representing local governments has become a niche practice for Becker. Our team has been at the forefront of major policy issues over the last several years on behalf of our clients at all levels of government. Our "secret" formula for success is that we are obsessive about learning the institutional history behind an issue, reading every piece of legislation, including amendments, to ensure that our clients are protected. This practice helps us to position our clients to be successful, by knowing what legislation is moving, what

legislation is “dead on arrival”; who are the champions and who are the antagonists; which committees are friendly and which will hide a bill from ever seeing the light of day. Legislative intelligence is the key to effective lobbying. Our team knows where to get it and how to use it to represent our clients. For Hollywood this is second nature and part of our DNA. We have almost 30 years of working knowledge.

There is no better testament to our success lobbying on behalf of local governments than our many long standing (10+ year) local government clients. For each of these clients, we have been renewed several times despite difficult political circumstances, tough economic times, changing of the guard in municipal leadership and many other complicating factors. Despite it all, Becker lobbying team has remained. For example, we have represented the City of Hollywood since 1991; the City of Pompano Beach since 2000, City of Cape Coral since 2007, Florida Memorial University since 2001, and Florida Association of Jewish Federations since 1990. We could go on but suffice it to say that these long term client relationships are built on our ability to use good judgment, take initiative and ultimately demonstrate our value (return on investment) over and over again.

**D. Provide a list and description of similar municipal engagements in past 2 years:**

<b><u>City of Cape Coral</u></b>	<b>Description of work:</b>	<b>Appropriations Secured in 2018 and 2017:</b>
1015 Cultural Park Boulevard		
Cape Coral, FL 33990	State level lobbying services	\$1,115,000 - Reservoir and Pipeline Project
Terri Hall, Legislative Coordinator		\$176,250 - Police Department Public Safety Mobile Command Center Vehicle
(239) 574-0446		\$100,000 - Arts Studio Cultural Facilities Grant
<a href="mailto:thall@capecoral.net">thall@capecoral.net</a>		

<b><u>City of Homestead</u></b>	<b>Description of work:</b>	<b>Appropriations Secured in 2018 and 2017:</b>
100 Civic Court		
Homestead, FL 33030	State level lobbying services	\$450,000 - Homestead Pump Station and Plant Construction
George Gretsas, City Manager		\$200,000 - Sickle Cell Awareness
(305) 224-4401		\$25,000 - Homestead Losner Park
<a href="mailto:ggretsas@cityofhomestead.com">ggretsas@cityofhomestead.com</a>		\$5,242 - Seminole Theatre



<u>City of Lauderdale Lakes</u>	Description of work:	Appropriations Secured in 2018 and 2017:
4300 NW 36 Street		
Lauderdale Lakes, FL 33319	State level lobbying services	\$2,437,173 - Lauderdale Lakes Mobility Improvements
Phil Alleyne, City Manager		
(954) 535-2740		
<a href="mailto:phila@lauderdalelakes.org">phila@lauderdalelakes.org</a>		

<u>City of Lauderhill</u>	Description of work:	Appropriations Secured in 2018 and 2017:
5581 W. Oakland Park Blvd.		
Lauderhill, FL 33313	State and local lobbying services	\$278,250 – CRA Broward Redevelopment Program Fund Grant
Desorae Giles-Smith, Deputy City Manager		\$1,000,000 – CRA Broward Redevelopment Program Fund Grant
(954) 8730-3004		
<a href="mailto:dgiles@lauderhill-fl.gov">dgiles@lauderhill-fl.gov</a>		

<u>City of Miami</u>	Description of work:	Appropriations Secured in 2018 and 2017:
444 Second Avenue, SW, 10 <sup>th</sup> Floor		
Miami, FL 33130	State level lobbying services	\$1,125,000 - Stormwater Master Plan
Emilio Gonzalez, City Manager		\$50,000 - Historic Virginia Key Beach Park Project 2017
(305) 416-1025		
<a href="mailto:etgonzalez@miamigov.com">etgonzalez@miamigov.com</a>		

<u>City of Miami Gardens</u>	Description of work:	Appropriations Secured in 2018 and 2017:
18605 NW 27 <sup>th</sup> Avenue		
Miami Gardens, FL 33056	State level lobbying services	\$150,000 - Culvert/Headwall Replacement Project
Cameron Benson, City Manager		\$300,000 - Vista Verde Drainage Improvements (Phase 3)
(305) 953-2821		
<a href="mailto:cbenson@miamigardens-fl.gov">cbenson@miamigardens-fl.gov</a>		

<u>City of Miami Springs</u>	Description of work:	Appropriations Secured in 2018 and 2017:
201 Westward Drive		
Miami Springs, FL 33166	State level lobbying services	\$165,944 - Miami Springs Senior Center Supplemental Meals and Services
William Alonso, City Manager (305) 805-5014		
<a href="mailto:alonsow@miamisprings-fl.gov">alonsow@miamisprings-fl.gov</a>		

<u>City of Palatka</u>	Description of work:	Appropriations Secured in 2018 and 2017:
201 N. Second Street		
Palatka, FL 32177	State level lobbying services	\$1,300,000 - East Palatka Drainage Cleaning Project
Terrill Hill, Mayor (386) 329-0100 ext 223		
<a href="mailto:thill@palatka-fl.gov">thill@palatka-fl.gov</a>		

<u>City of Pompano Beach</u>	Description of work:	Appropriations Secured in 2018 and 2017:
100 W. Atlantic Blvd. W.		
Pompano Beach, FL 33060	State level lobbying services	\$287,500 - Drinking Water Plant Filter Rehabilitation
Phyllis Korab, Assistant City Manager (954) 786-4608		\$4,162,401 - Pompano/Broward Mobility Project \$9,176 - Parks, Recreation and Cultural Affairs
<a href="mailto:Phyllis.korab@copbfl.com">Phyllis.korab@copbfl.com</a>		\$250,000 - Blount Road Streetscape Improvements Project
		\$1,300,000 - Pompano Park PI/SW 3rd Street from Powerline Rd to Cypress Creek Rd

<b>City of West Park</b>		<b>Description of work:</b>	<b>Appropriations Secured in 2018 and 2017:</b>
1965 S. State Road 7			
West Park, FL 33023		State level lobbying services	\$250,000 - Senior Programming
Ajibola Balogun, City Manager			
(954) 989-2688			
<a href="mailto:abalogun@cityofwestpark.org">abalogun@cityofwestpark.org</a>			

<b>Miami-Dade County</b>		<b>Description of work:</b>	<b>Appropriations Secured in 2018 and 2017:</b>
County Attorney's Office			
111 NW 1 <sup>st</sup> Street, Suite 2810		State level lobbying services	\$1,803,500 - Dade County Shore Protection Project
Miami, FL 33128			Over \$20,000,000 in various projects for Miami International Airport
Jess McCarty, Chief of Gov't. Affairs			\$9,396 - County Auditorium
(305) 979-7110			\$1,423,339 - MPO FTA Section 5305(D) Metro Planning
<a href="mailto:Jess.mccartney@miamidade.gov">Jess.mccartney@miamidade.gov</a>			\$3,800,000 - Port of Miami Cruise Terminal Improvements
			\$10,000,000 - Port of Miami, Port of Miami (POM) Post Panamax Cranes
			\$6,651,314 - Miami-Dade Countywide Agreement -Traffic Signals Mnt & Op
			\$48,178 - Vizcaya Museum and Gardens

<b>Town of Lake Park</b>		<b>Description of work:</b>	<b>Appropriations Secured in 2018 and 2017:</b>
535 Park Avenue			
Lake Park, FL 33403		State level lobbying services	\$600,000 - Lakeshore Drainage
John D'Agostino, Town Manager			\$56,600 - Restoration of Town Hall Mirror Ballroom French Doors
(561) 881-3304			
<a href="mailto:townmanager@lakeparkflorida.gov">townmanager@lakeparkflorida.gov</a>			

<u>Village of Virginia Gardens</u>	Description of work:	Appropriations Secured in 2018 and 2017:
6498 NW 38 Terrace		
Virginia Gardens, FL 33166	State level lobbying services	\$125,000 - Stormwater Improvements
Fred Spencer Deno IV, Mayor		
(305) 871-6104		
<a href="mailto:mayor@virginiagardens-fl.gov">mayor@virginiagardens-fl.gov</a>		

**List of Current State Lobbying Clients**

American Clinical NGM  
 American Traffic Solutions  
 AT&T  
 Banyan House Condominium  
 Becker & Poliakoff P.A.  
 Bethune Cookman University  
 Boca Towers CAI  
 Broward Community & Family Health Center  
 Centene Corporation D/B/A Sunshine Health  
 Childnet  
 CIOX Health, LLC  
 City of Cape Coral  
 City of Hollywood  
 City of Homestead  
 City of Lauderdale Lakes  
 City of Lauderhill  
 City of Lauderhill Safe Neighborhood Districts  
 City of Miami  
 City of Miami Gardens  
 City of Miami Springs  
 City of Palatka  
 City of Pompano Beach  
 City of West Park  
 Coalition of Franchisee  
 Commodore Condo Apts  
 CALL  
 Crohns & Colitis Foundation  
 Culpepper  
 East Point Towers

Edward Waters College  
 Edgewater Arms  
 FCCI Insurance Group  
 Florida Association for Child Care Management  
 Florida Association of Jewish Federations  
 Florida Association of Local Housing Finance Authorities  
 Florida Community Financial Services Association, Inc.  
 Florida Delegation, Southeast US Japan  
 Florida East Coast  
 Florida Independent Spirits  
 Florida Memorial University  
 Florida Polytechnic  
 Foundation for Sickle Cell Disease Research  
 Galleon Condo  
 Galt Mile Apartments, Inc  
 Galt Plaza d/b/a Coral Ridge  
 Galt Towers Condominium Association, Inc  
 Gulf Power  
 Hamilton Downs  
 Heart Gallery  
 JAFCO  
 Juda Eskew  
 Lands of the President 3  
 Lands of the President 7  
 Miami Children's Initiative  
 Miami-Dade County  
 Miami-Dade County Schools  
 Neighborworks Florida Collaborative  
 Ocean Summit Association, Inc  
 Ocean Park CAI

Old Port Cove 5  
Peoples Gas System  
Playa Del Mar Association, Inc  
Plaza East Association, Inc  
Quest  
RAI  
Rapallo South  
Regency Tower Association, Inc  
Safety Net Hospital Alliance FL  
School Board of Broward  
Solid Waste Authority of PBC  
(The) Society for Clinical and Medical Hair  
Removal

SST, Inc.  
Tampa Electric Company  
TECO Energy  
Town of Lake Park  
Univision Communications Inc.  
Urban League  
Venetian Condominium, Inc  
Village of Virginia Gardens  
Virgil Hawkins Florida Chapter National  
Bar Association  
WestCare Foundation, Inc  
Whiskey Creek  
Ygrene

**E. Litigation about our performance**

None.

## SUMMARY OF PROPOSER'S QUALIFICATIONS

- A. Identify the project manager and each individual who will work as part of the engagement. Include resumes for each person to be assigned. The resumes may be included as an appendix.**

The proposed Becker lobbying team will be led again by Bernie Friedman and include lobbyist Nick Matthews, former State Senator and State Representative Ellyn Bogdanoff, lawyer-lobbyist Yolanda Cash Jackson, lobbyist Mario Bailey, lobbyist Jose Fuentes and lobbyist Jose Bermudez at the State level. The team will be hands on at the state level. At the local level, Bernie will be assisted by Nick Matthews.

Bernie is also the Shareholder in charge of Becker Government Law & Lobbying Group and supervises all of the lobbying activities for the firm. Bernie reports directly to the firm's Management Committee and the firm's Managing Shareholder, Gary Rosen. Becker will comply with all credentials, certifications, licenses, insurance standards required by the City. Full resumes are included in the appendix.

- B. Describe the experience in conducting similar projects for each of the consultants assigned to the engagement. Describe the relevant educational background of each individual.**

**Bernie Friedman** has spent a lifetime working in the government and political arena. He has a thorough understanding of municipal issues having represented the City of Hollywood since 1991 and other cities such as Cape Coral, Pompano Beach, Lauderdale Lakes, Lauderhill for many years. He has extensive experience in transportation, infrastructure and local taxing issues as well as other issues including affordable housing, education, senior and human services through his long standing representation of municipalities and non-profit agencies. His staying power demonstrates his strong commitment to client service and proficiency in legislative lobbying and appropriations. Bernie attended and graduated law school while working as Chief of Staff to former Hollywood congressman Larry Smith. He is a graduate of American University (J.D.) and George Washington University (B.A.).

**Yolanda Cash Jackson** has extensive and significant municipal lobbying experience in areas that are important to the City of Hollywood including public safety, law enforcement, economic development and retention, transportation, infrastructure improvements, affordable housing, parks and recreation and many other municipal issues based on her long-standing client relationships with several south Florida cities including Miami Gardens, Opa-Locka, Lauderdale Lakes and Pompano Beach as well as Broward County School Board, Miami Dade County School Board, Miami Dade Expressway Authority as

well as several higher education institutions and private companies. Yolanda is a graduate of the University of Florida (B.A.) and their Levin College of Law (J.D.). She is also a graduate of Leadership Florida which affords her excellent access to policy makers and thought leaders around the state.

**Nick Matthews** is an experienced advocate with an extensive background in state and local legislative, budgetary and executive processes. He is uniquely experienced and knowledgeable in healthcare, local government, finance and tax, economic development, criminal justice and transportation issues. As a former lobbyist for Broward County, Mr. Matthews managed Broward County's advocacy as a part of their Office of Intergovernmental Affairs and Professional Standards. He specifically developed, managed and advocated for Broward County's State Legislative Program and Appropriation Priorities. He worked closely with the Mayor, Vice Mayor, Commissioners, County Administration, Department Directors, Constitutional Officers, City Managers and City Commissioners in that capacity. Local government issues are a passion for Nick. He also served as Chief of Staff to Florida Senator Eleanor Sobel, where he managed the Senator's legislative efforts and supervised the District and Capitol staff. Nick has earned a Master's and Bachelor's degree from Florida State University.

**Senator Ellyn Bogdanoff** joined the firm after serving over six years as a Member of the Florida House of Representatives and two years as a Florida State Senator. As a member of the legislature, Ellyn earned a reputation as a staunch defender of home rule and local control. After leaving public office in 2012, Senator Bogdanoff expanded her expertise to include government consulting in Tallahassee. Her knowledge of the institutional issues facing local governments and experience bring people together to settle major issues is unparalleled. Additionally, Ellyn brings incredible access to key decision makers in the Senate, House and executive branch. As a former member of the legislature, Ellyn has valuable insight and a great feel for the process. Ellyn received a J.D. from Nova Southeastern University and B.A. With Honors from the University of Florida.

**Jose Bermudez** has had the pleasure of working for the past three Republican governors of the State of Florida. Most recently he served as Special Assistant and Governor's Regional Representative to Governor Rick Scott. As Regional Representative he was part of the Governor's statewide outreach team with responsibility for Miami-Dade, Broward, Palm Beach, Collier and Monroe County offices, working with members of the legislature to promote Governor Scott's economic development agenda and ensure passage of the Governor's legislative priorities. Prior to joining the Governor's office, Jose served as Chief of Staff to the Mayor of Miami Beach, where he oversaw one of the most ambitious capital improvement programs in the city's history. This program of "Planned Progress" rebuilt streets, upgraded infrastructure such as drainage systems and water lines, renovated and rebuilt many city assets and built new facilities for parks and entertainment venues. Jose also served for the White House Advance Office under President George W. Bush during the 2004 re-election campaign.

**José Keichi Fuentes** has a strong network of contacts and over 30 years of experience working in the government and in the political arena. He is a government relations professional who represents local government, other public bodies and private sector clients in environmental, safety, infrastructure and water resources at the state and local levels. His client list includes the City of Miami, Homestead, Pinecrest, Virginia Garden, North Miami Beach, Biscayne Park, Doral and Miami Springs, to name a few. In the private sector, he represents Hitachi, Wade Trim, ShotSpotter, Atkins, Community Champions, Century Homesbuilders, Covenant Airport Security, Mitsubishi and Ygrene/PACE. His extensive lobbying experience at the highest level of local, county and the state has helped him contribute to the passage of numerous legislation. He has also secured funding for the municipalities he represents through the allocation of major infrastructure projects funding. During his time as director of the South Florida Water Management District, Regional Office, Jose was instrumental in securing funds for key water projects Miami-Dade county.

**Mario Bailey** is a lobbyist in the Firm’s Government Law & Lobbying Practice Group. He concentrates on government relations and lobbying in South Florida and Tallahassee. Mr. Bailey was appointed by Governor Rick Scott to the South Florida Regional Planning Council. The 19-member Council is charged with identifying the long-term challenges and opportunities facing Southeast Florida and assisting the region’s leaders in developing and implementing creative solutions. Mr. Bailey works closely with the firm’s municipal clients primarily on appropriations related issues. Prior to joining Becker & Poliakoff, Mr. Bailey served as the Chief Legislative Aide to Florida State Representative Dwight M. Bullard. This experience taught him the intricacies of the legislative process, committee procedures, and helped him build strong ties to members of both parties and chambers. He is a graduate of the University of Alabama (B.S.) as well as Leadership Miami. He is an active member of 100 Black Men of South Florida.

As a team, we are very proud of our accomplishments for the City of Hollywood. Nothing is a stronger testament to Becker’s experience than our strong track record. Here is a detailed account of what we have brought home for the City from 1993 to 2018:

City of Hollywood	Total
14 <sup>th</sup> Ave drainage	\$350,000
Affordable Housing - Hollywood Allocation (SHIP)	\$3,085,835
Anderson Park	\$50,000
Art & Culture	\$200,000
Beach Re-Nourishment Project	\$7,895,891
Broward County Hollywood Gardens	\$2,552,943
Broward Mobility Hollywood	\$2,808,442
Broward Mobility Miramar/Hollywood	\$9,618,272
City of Hollywood Mobility Improvements at Various Locations	\$2,209,138
Civic Center/Multi-Purpose	\$250,000
Community Development Department Scholarships	\$200,000



Community Radio System	\$150,000
Cultural Facilities Art Grant – Arts Park	\$500,000
DEP Waste Water/Storm Water American Recovery and Reinvestment Act	\$300,000
Driftwood Park	\$200,000
FL Domestic Security Task Force Grant	\$400,000
Glass Demonstration Hot Spot – North Beach	\$325,000
Historic Hollywood: Preserving and Protecting Our District	\$25,000
Holland Park	\$200,000
Hollywood Arts and Culture Center, Inc.	\$97,893
Hollywood Childcare Scholarships - Partnership for School Readiness	\$861,000
Hollywood Hills Park	\$135,850
Hollywood Holocaust Rail Car Site Preparation	\$350,000
Hollywood Holocaust Research and Reference Library	\$250,000
Hollywood Seaboard Coast line Railroad Historic Preservation Grant	\$115,636
Hollywood Transportation Project Improvement	\$1,000,000
Hollywood YMCA Pre School Special Needs	\$100,000
Holocaust Center – operations	\$500,000
Hot Spot Test Hollywood Beach	\$100,000
I-95/I-595 Express Lanes Direct Connect, I-95 Fr Stirling to Broward Blvd	\$420,362,370
Jefferson Park	\$135,199
Johnson Street from East of N 31st Ave. to N 8th Ave.	\$1,860,581
Liberia Neighborhood Street Lights	\$150,000
Lippman Senior Center	\$6,535,250
Meyerhoff Senior Center-SE Focal Point Center	\$2,123,250
Oak Lake Park Grant	\$185,199
Oakridge Park Grant	\$150,000
Port Everglades IMP Implementation (Sand Bypass)	\$21,652,023
Presidential Train Museum – Hollywood	\$300,000
Primary Care Project	\$550,000
Rotary Park	\$200,000
Sand Transfer and sourcing South County	\$300,000
Senior Citizen Identity Theft Program	\$100,000
Spur at South Jetty of Port Everglades – Hollywood	\$2,568,900
SR 7/US 441 Fr S of SR 820/Hollywd Blvd to S of SR 848/Stirling Rd	\$1,815,373
SR 7/US 441 from N of Fillmore to S of Stirling Rd	\$2,800,000
SR 7/US 441 from N of Hallandale Bch to N of Fillmore St.	\$2,628,500
Starting Place Hollywood	\$450,000

Stirling Road Branch Library – Hollywood	\$500,000
Storm Water Pump Station	\$500,000
Storm Water Pump Station Study – North Lake	\$40,000
Washington Park Security Upgrade	\$50,000
Washington Park Street Light Improvements	\$150,000
Water Main Replacement	\$200,000
West Lake Park Grant	\$200,000
Widen Tpk (SR 91) from HEFT (SR 821) to N of Johnson St	\$7,000,000
Women’s Club of Hollywood Historic Renovation (roof)	\$5,000
<b>Total Funded from 1993 - Present</b>	<b>\$508,342,545</b>

**C. Describe the organization of the proposed project team, detailing the level of involvement, field of expertise and estimated hours for each member of the Team.**

Using a true team approach has served the Becker lobbying group well when it comes to creating consensus among legislators, meeting critical deadlines, and handling key legislative issues. Juggling dozens of client demands and providing 24/7 client service requires a true team effort. Fortunately, our team of lawyers and lobbyists has worked together for many years and has excellent working relationships in which they depend on each other to uphold the high level of service that our clients have come to expect. In Tallahassee during the legislative session, you will rarely see one team member without another; and if they are apart, they are in constant communication during the day. They meet every morning and every evening to compare notes and nimbly adjust their lobbying strategy based on the intelligence gathered during the day.

Our team’s success is predicated on our ability to work cooperatively and benefit from each other’s knowledge and contacts. Key to an effective team strategy is designating a single point of contact to coordinate all issues. Bernie Friedman will serve as team quarterback; he will rely upon the other team members identified above for support and back up. He is a 59 year city resident and is 15 minutes from City Hall and the Emergency Operations Center. He will create a staffing plan and schedule based on the legislative priorities developed on the City’s behalf. Typically, the team leader does the heavy- lifting at the beginning of the assignment in working with the client to develop the agenda. Once the session begins, our team meets daily and tracks priority bills using “Lobby Tools” and develops a staffing and manpower schedule based on the legislative calendar. Performance benchmarks will also be set once the priorities are set.

The diversity of our lobbying team provides our clients with a distinct advantage because of the array of relationships with legislators from both sides of the aisle as well as the various minority caucuses. Additionally, each member of our lobbying team has a strong working knowledge of the legislative and executive processes, and issues affecting local governments. Another added value of the Becker lobbying team is our legal background as attorneys; our lawyer/lobbyists can help clients with questions regarding legislative intent and interpretation that a non-lawyer lobbyist may not be able to adequately address, as well as the attorney-client privilege

Becker's proposed team of lawyers and lobbyists all have the necessary licenses, registration and certifications required to provide the requested services in the State of Florida and City of Hollywood.

As has been the case for the last 28 years, your lobbying team will be available 24/7 to the City. That is the philosophy of our lobbying team because the lobbying practice is a 24/7 business. Weekends and afterhours are nothing new for our team; we will be working all the time, whether at daytime meetings, evening fundraisers, weekend social events, to gain knowledge, offer information, and advocate for the City. In other words, estimating hours for each member of the team is impossible.

Representing local governments has become a niche practice for Becker. We have been at the forefront of major policy issues over the last several years on behalf of our clients at all levels of government. Our team's "secret" formula for success is that we are obsessive about learning the institutional history behind an issue, reading every piece of legislation, including amendments, to ensure that our clients are protected. This practice helps us to position our clients to be successful, by knowing what legislation is moving, what legislation is "dead on arrival"; who are the champions and who are the antagonists; which committees are friendly and which will hide a bill from ever seeing the light of day. Legislative intelligence is the key to effective lobbying. Our team knows where to get it and how to use it to represent our clients.

**D. Describe what municipal staff support you anticipate for the project.**

The City of Hollywood has always valued the importance of the State and local government action and has dedicated a Chief Civic Affairs Officer to coordinate its effort. We have enjoyed a long and fruitful relationship with Lorie Mertens-Black. Lorie Mertens-Black is an incredible resource for the City and we value the quality working relationship. We work very well together and have a seamless relationship for both State and Local issues. Through this office we meet regularly with Department heads and City staff. We anticipate a similar level of effort from the staff to support our efforts. We have also enjoyed having various Commissioners lobby with us in Tallahassee from time to time and lobby with us at the County. We have excellent working relationships with the Mayor and Commission and look forward to their involvement in this program too. We also have a good working relationship with city department heads, attorney, CRA Director and others. We know who to call for quick information or updates on issues. This is invaluable during the fast paced Legislative Session.

**PROJECT UNDERSTANDING, PROPOSED APPROACH AND  
METHODOLOGY**

**A. Describe your approach to performing the contracted work. This should include the following points:**

**Type of services provided. Discuss your role and that of other parties involved in the data gathering, data analysis and recommendation process.**

**Discuss your project plan for this engagement outlining major tasks and responsibilities, time frames and staff assigned.**

As we have done each year, we will meet with the Mayor, City Commissioners, Department Heads, City staff and any other interested parties to identify issues, concerns, programs and other ideas that will ultimately be developed into a legislative priority list and advocacy program for state and local lobbying. Having represented the City for over 28 years and having lived in Hollywood for 55 years, we have a unique and unmatched understanding of Hollywood's issues at the County and State level.

Our plan of action is based on our extensive knowledge of Hollywood, the priorities it has set and achieved in the past, and the issues that continue to need addressing. **We are pro-active in our lobbying, which means that in addition to the routine monitoring and tracking of your legislative priorities, the Team will aggressively identify opportunities that may help the City with funding or programmatic support and provide strategies for pursuing such opportunities.** As we have done in the past, City officials will be encouraged to become involved in the lobbying process as well.

An effective lobbying plan includes the following interrelated components:

**Preparation.** Our team will work closely with City leaders to develop a legislative priority program that reflects the needs of City. We will coordinate legislative workshops to help the City identify opportunities and develop their priorities. We will work with Hollywood's legislative team to convert the legislative priorities into a specific list of action items with an appropriate public affairs strategy based on many factors, such as the committee assignments of key legislative allies and the priorities of the legislative leadership. Preparation will also include guidance on the drafting of legislation, budget requests, presentation materials, amendments, proviso language, etc.

**Intelligence and Communication.** Effective lobbying teams gather competitive intelligence using three key principles: legal knowledge, experience and access. The Becker team utilizes each to benefit their clients. Fundamental to legislative and executive branch lobbying is a basic knowledge of the law and administrative rules; the ability to learn of the existence and content of proposals to change said laws and rules; and the competency to evaluate the effect of those changes in the interests of Hollywood. The Becker lobbying team has the competitive advantage of

including practicing Florida attorneys, who not only understand the intricacies of making laws but also the impact and reality of their implementation.

As information is gathered and analyzed, we will convey the intelligence to Hollywood officials and together decide the best course of strategy for Hollywood. Because of the team's knowledge of the City's issues, and previous experience representing Hollywood, we will be able to "hit the ground running" by quickly developing strategies for legislative approval including meeting with members of the Broward delegation, legislative leadership, members, and staff. These meetings will enable the team to obtain first-hand knowledge of how decision-makers will receive Hollywood's proposals and what modifications may need to occur. Paramount to our success is an understanding of the context in which the proposal(s) are going to be considered. Communication with the City will be through written materials, oral interaction, electronic reporting and in person meetings. The information conveyed will be focused, concise and reflective of its importance to the success of Hollywood's initiatives. Our Team is committed to meeting with City leaders on a weekly basis during the legislative session and on a monthly basis when not in session. The Team will also prepare, at a minimum, weekly written reports during session and monthly written reports when not in session, tracking the status of legislation, regulations implementing same, disbursement of appropriations, and any other information on legislative and/or executive issues being tracked or monitored. The Firm also uses Lobby Tools software to track legislation and provide real time reporting electronically.

**Presentation and Monitoring.** To start, we will present Hollywood's legislative program to the appropriate substantive and appropriations committees as well as meet individually with key legislators and County Commissioners. This is to explain the priorities and respond to any questions they may have. The team will identify opportunities for City leaders to meet with committee leaders and testify on behalf of the organization during the drafting and deliberation process or as appropriate. Monitoring occurs through day-to-day participation in all County Commission Meetings and Workshops, legislative sessions, pertinent committee meetings, discussions with individual legislators and staff, and through a legislative data service. Becker & Poliakoff subscribes to an online legislative tracking system that provides the most comprehensive monitoring capability currently available.

**Involvement and Coordination.** City officials are encouraged to communicate with key policy-makers in the Legislative and Executive branches of government about the goals and objectives of the legislative program and to visit Tallahassee during specific times of the legislative year. In order to be most effective, these communications should be planned and coordinated with our team leader who will schedule meetings, review correspondence, and brief officials prior to any meeting and attend the meeting to ensure proper follow-up.

**Collateral Support.** The Team will identify other organizations that share common legislative and budget goals and coordinate lobbying strategy with them. This broadens the reach and extends the base of support for Hollywood. Our team will also review the plans of other entities to identify issues that Hollywood can support or may have to oppose.

**Action and Perseverance.** The Team will lobby and provide year-round representation at both the legislative and executive agency level. The firm will attend all County Commission Meetings, all relevant County Workshops, and all relevant County meetings. Located across the street from the Governmental Center the firm can be at the County within minutes.

**Public Affairs.** The Team will continuously educate legislators, legislative staff, and executive officials on the issues and concerns of Hollywood in order to facilitate legislative and budget requests.

**Communication.** Communication between the Becker lobbying team and City leaders is critical to the success of the legislative agenda. The Team's reports will update and advise City leaders on the status of all the issues being tracked and monitored during session and when not in session, tracking the status of new laws, regulations implementing same, disbursement of appropriations, and any other information on legislative and/or executive issues being tracked or monitored. Team members are always available to assist the City with the writing, interpreting and monitoring of legislation and regulations, drafting legislation, amendments, proviso language, position papers, and testimony.

Of course, we will work with you to convene a meeting with local legislators and County Commissioners to formally present Hollywood's agenda and discuss ways in which they can work together. It is important, at this early stage in the process, to get input and "buy in" from local legislators and others legislators with an interest in the issues Hollywood has identified as priorities. After the initial round of meetings and presentations of the City's legislative agenda, Team members will begin to schedule one-on-one meetings with key policymakers and staff at the County, Executive agencies and Legislature, as well as monitoring the legislative schedule for upcoming committee meetings, hearings, etc. The Team is prepared to represent the City at meetings or testify at hearings before legislative committee meetings, and in Tallahassee. In addition, because of the vast experience of Team members specifically representing professional associations, the City can rely on the Team to suggest new ideas and propose affirmative legislative action to the benefit of the organization.

Becker has permanent office space in Tallahassee (204 S. Monroe Street) from which to handle the City's lobbying needs located within one block of the State Capitol. The firm can furnish all necessary support to Hollywood officials who are visiting the Capitol as we have done in the past. Most lobbying work is based in our Tallahassee office although a great deal of work is done while the Legislature is not in session from our other offices. The firm has an office across the street from the Broward County Governmental Center and has easy access to City of Hollywood.

As team leader, Bernie Friedman will coordinate the following action items. Other team members will be used when needed depending on, for example, the Committee make up or if a specific issue needs to be addressed. The team will:

- 1) conduct research and keeping Hollywood officials informed of pertinent initiatives and plans related to funding or policy through meetings, timely written reports, and/or oral communications;
- 2) monitor County and State legislation and agency actions which may impact on the Hollywood's fiscal and programmatic interests and coordinating with Hollywood officials to deliver the official City position during the drafting and deliberation process;
- 3) support Hollywood's leaders in the preparation and presentation to the of the County's legislative delegation as well as other legislative panels and committees including drafting of legislative language, testimony, amendment(s), and proviso language;
- 4) assist Hollywood officials develop legislative strategy in order to advance the City's goals or amend or defeat proposals adverse to them as well as providing pro-active recommendations for future actions;
- 5) review the plans of other entities to identify issues that Hollywood can support or may need to oppose;
- 6) schedule meetings and visits with County officials, legislators, administration officials, and staff in order to strengthen relationships and thereby facilitate the Hollywood's requests;
- 7) provide year-round representation and support at all levels of government, with lobbying and legal offices and staff available in both Tallahassee and at the local level in Broward County;
- 8) provide an understanding and analysis of the context in which decisions affecting the City will be made;
- 9) testify, if needed, on behalf of Hollywood and representing the City before the County, Legislature, Governor, and Cabinet and before the Broward County Legislative Delegation;
- 10) stay in regular contact with Hollywood officials with bi- weekly written reports before, during and after session and providing ongoing monthly reports the rest of the year.
- 11) incorporate City officials and staff wherever appropriate to advocate for our legislative priorities. Through past experience, we know that City leaders who are active and visible in Tallahassee are most successful so we look for opportunities to have clients testify at hearings, and meet with key legislators and executive branch officials as often as possible.

*SUMMARY OF THE PROPOSER'S FEE STATEMENT*

The Proposal will show the fee schedule. Express your fee in a lump sum not-to-exceed maximum amount and a separate price for the components of the work shown in scope of service and include a chart of the rates which ties the project plan and milestones to hours assigned to the personnel. Additionally, indicate your expectations concerning reimbursement for travel, per diem expenses, photocopying, telephone lines or other incidental expenses, if applicable. If additional work is required beyond the scope of this contract, how would those services be billed? This may include additional presentations or follow-up as requested.

We propose to maintain the same all-inclusive flat fee of \$50,000 a year for our services. This fee includes both State and Local lobbying services on an annual year round basis paid monthly. There are significant efficiencies and economies of scale that benefit the City by one all-inclusive fee for both local and state together as the same component. This fee includes coverage for the City at all County Commission Meetings, all County workshops and all County special meetings. The fee includes all Broward County Delegation Committee Meetings and events, Committee Weeks in Tallahassee and the Session. This integrated, one stop shop, seamless approach is the most cost effective approach for the City as many issues involve both the local and state level and the fee will cover both and all matters.



## CONCLUSION AND SUMMARY

It has been a privilege and an honor to represent the City of Hollywood as its State Legislative Lobbyist for the last 28 years and as the City's lobbyist before the County Commission for the last 8 years. In summary, we would like to highlight the major points presented herein and reaffirm our strong interest in continuing the outstanding work we have done together. Hollywood is near and dear to our hearts and we have worked tirelessly to advocate on its behalf.

### Qualification of Firm (30 points)

The City of Hollywood is one of several local government clients the Becker lobbying team represents in the Florida Legislature. Through this representation, our team of seven experienced lobbyists from diverse political backgrounds has gained enormous insights, knowledge and understanding of the issues and players impacting local government legislation. We know how to analyze and interpret an agency budget to identify opportunities for funding as evidenced by our successful track record of funding; we know which legislators influence legislation and appropriations that impact municipalities; we have long standing relationships with key staff committee staff members that provide inside information about threats and opportunities to our priorities. There is no learning curve. The Becker team has the proven experience and demonstrated know how to get the job done for Hollywood. We have dozens of notable and highly successful accomplishments for Hollywood both at the State and Local level and provide one stop shop seamless representation.

### Project Organization and Technical Qualifications of the Persons Assigned to the Project (10 points)

Legislative lobbying may seem like a vague and disorganized process to the general public but for those who do it well it is a highly organized and structured set of activities with performance measures and accountability. We pride ourselves on organizing our efforts for maximum efficiency and effectiveness. With the same team representing the City at the State and County the City gets huge added value in efficiencies and cost savings. We use timelines, tracking systems, and flow charts to monitor legislation, track committee activities and follow appropriations requests.

Organization is the hallmark of a great lobbyist. Great lobbyists also have excellent technical skills including for example, the ability to: analyze and draft legislation, understand and influence the committee process, and know the rules governing the legislative bodies. As lawyers and former staff members (and Ellyn Bogdanoff as former member of the Senate), our team has superior technical skills and qualifications to meet and exceed the City's legislative goals.

### Project Understanding, Proposed Approach and Methodology (10 points)

Having spent 28 years advocating on behalf of the City, our team has an intimate understanding of the project. We have lived it. The City's Legislative Priorities are issues we have worked on for many years and consider them our own. We are committed to making them a reality for the City. Our proposed approach and methodology are intended to be extremely inclusive and encourage

participation by all the stake holders in Hollywood. We apply the same philosophy of inclusion when lobbying. We are extremely detail oriented and work hard to ensure that every legislator and staff member with any interest or authority over our legislative agenda is fully informed and on board.

Relationships, Resources, and Capabilities (20 points)

Without question we are a highly active, bi-partisan political organization that is involved in all major campaigns in Florida. With our fourteen offices and hundreds of Florida lawyers we are a force to contend with. We have life-long friendships with Speakers, Senate Presidents, Governors, and dozens of Legislators and County Commissioners. We represent more clients than any other firm at the County and as the Sun Sentinel said, “wield influence and make a difference” (for our clients). The Government Law and Lobbying team has huge resources, relationships and capabilities all at the disposal of clients like Hollywood.

Cost to the City (30 points)

Becker has provided the City with tremendous value over the years because the City’s cost has remained the same while the benefits received have continued to increase. We understand the City must control its costs so we have kept our annual fee (inclusive of all hard costs such as travel which have increased dramatically over the years) the same for 15 years. We have also added local government lobbying as no additional cost and provide seamless representation.

In conclusion, we look forward to the opportunity to meet personally with City officials to discuss this proposal and the creative ideas we have to make the 2019 Legislative Session successful for Hollywood. Thank you for the privilege of serving the City for the last 28 years. We are energized and prepared to continuing doing the job.

ACTIVE: 10825495\_1

*APPENDIX*



[Department of State](#) / [Division of Corporations](#) / [Search Records](#) / [Detail By Document Number](#) /

## Detail by Entity Name

Florida Profit Corporation  
BECKER & POLIAKOFF, P.A.

### Filing Information

<b>Document Number</b>	490721
<b>FEI/EIN Number</b>	59-1640708
<b>Date Filed</b>	12/22/1975
<b>State</b>	FL
<b>Status</b>	ACTIVE
<b>Last Event</b>	AMENDMENT
<b>Event Date Filed</b>	09/15/2010
<b>Event Effective Date</b>	NONE

### Principal Address

1 East Broward Boulevard  
Suite 1800  
FORT LAUDERDALE, FL 33301

Changed: 03/19/2015

### Mailing Address

1 East Broward Boulevard  
Suite 1800  
FORT LAUDERDALE, FL 33301

Changed: 03/19/2015

### Registered Agent Name & Address

LESSER, STEVEN B.  
1 East Broward Boulevard  
Suite 1800  
FT LAUDERDALE, FL 33301

Name Changed: 05/11/2001

Address Changed: 03/19/2015

### Officer/Director Detail

#### **Name & Address**

Title TD

LEVINE, ALLEN M  
 1 East Broward Boulevard  
 Suite 1800  
 FT LAUDERDALE, FL 33301

Title PD

ROSEN, GARY C  
 1 East Broward Boulevard  
 Suite 1800  
 FT LAUDERDALE, FL 33301

Title SD

LESSER, STEVEN B  
 1 East Broward Boulevard  
 Suite 1800  
 FORT LAUDERDALE, FL 33301

#### Annual Reports

<b>Report Year</b>	<b>Filed Date</b>
2016	02/09/2016
2017	01/10/2017
2018	02/02/2018

#### Document Images

<a href="#">02/02/2018 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/10/2017 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/09/2016 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">03/19/2015 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/28/2014 -- AMENDED ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/27/2014 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/24/2013 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">02/16/2012 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">01/07/2011 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
<a href="#">09/15/2010 -- Amendment</a>	<a href="#">View image in PDF format</a>
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<a href="#">04/21/2009 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>
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<a href="#">02/20/1999 -- ANNUAL REPORT</a>	<a href="#">View image in PDF format</a>

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[01/31/1996 -- ANNUAL REPORT](#)

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[01/31/1995 -- ANNUAL REPORT](#)

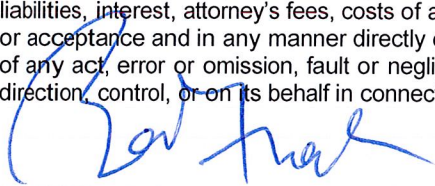
[View image in PDF format](#)

Issue Date

**HOLD HARMLESS AND INDEMNITY CLAUSE**

**(Company Name and Authorized Representative's Name)**

Bernie Friedman of Becker, the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.



Bernie Friedman

SIGNATURE

PRINTED NAME

Becker

4/26/2018

COMPANY OF NAME

DATE

**Failure to sign or changes to this page shall render your bid non-responsive.**

Issue Date \_\_\_\_\_

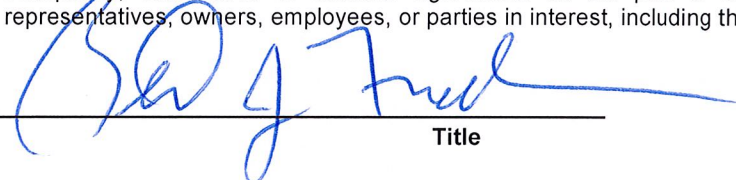
### NONCOLLUSION AFFIDAVIT

STATE OF: FLORIDA

COUNTY OF: BROWARD, being first duly sworn, deposes and says that:

- (1) He/she is Bernie Friedman \_\_\_\_\_ of Becker \_\_\_\_\_, the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED) \_\_\_\_\_



Title

**Failure to sign or changes to this page shall render your bid non-responsive.**



Issue Date

**SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA  
STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR  
OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to City of Hollywood  
By Bernie Friedman for Becker  
(Print individual's name and title) (Print name of entity submitting sworn statement)  
whose business address is 1 E. Broward Blvd., Suite 1800, Ft. Lauderdale, FL 33301

and if applicable its Federal Employer Identification Number (FEIN) is 59-1640708 If the entity has no FEIN,  
include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5 I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

X Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

           The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

City of Hollywood, Florida  
Solicitation #

Issue Date

\_\_\_\_\_ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

*[Handwritten Signature]*

(Signature)

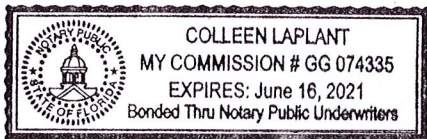
Sworn to and subscribed before me this 25th day of April, 2018.

Personally known

Or produced identification \_\_\_\_\_ Notary Public-State of Florida

\_\_\_\_\_ my commission expires \_\_\_\_\_  
(Type of identification)

*Colleen LaPlant*  
(Printed, typed or stamped commissioned name of notary public)  
Colleen LaPlant



**Failure to sign or changes to this page shall render your bid non-responsive.**

Issue Date

**CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER  
RESPONSIBILITY MATTERS**

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

\_\_\_\_\_  
 Bernie Friedman  
 \_\_\_\_\_  
 Becker  
 \_\_\_\_\_  
 1 E. Broward Blvd., 18<sup>th</sup> Floor  
 \_\_\_\_\_  
 Fort Lauderdale, FL 33301  
 \_\_\_\_\_

Application Number and/or Project Name:

\_\_\_\_\_  
 Solicitation RFP-4581-18-JE; State and Local Lobbying Services  
 \_\_\_\_\_

Applicant IRS/Vendor Number: 59-1640708  
 \_\_\_\_\_

Type/Print Name and Title of Authorized Representative:

\_\_\_\_\_  
 Bernie Friedman  
 \_\_\_\_\_

Signature:  \_\_\_\_\_ Date: 4/26/18  
 \_\_\_\_\_

**Failure to sign or changes to this page shall render your bid non-responsive.**

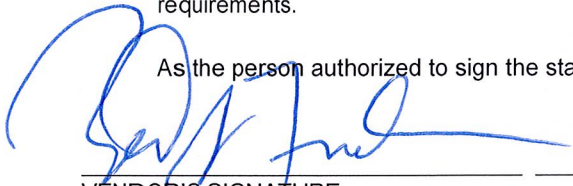
Issue Date

**DRUG-FREE WORKPLACE PROGRAM**

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



Bernie Friedman

VENDOR'S SIGNATURE

PRINTED NAME

Becker

NAME OF COMPANY

Issue Date

**SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY**

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby." The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."

The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.

  
 \_\_\_\_\_  
 SIGNATURE

Bernie Friedman  
 \_\_\_\_\_  
 PRINTED NAME

\_\_\_\_\_  
 NAME OF COMPANY

Shareholder  
 \_\_\_\_\_  
 TITLE

**Failure to sign this page shall render your bid non-responsive.**

City of Hollywood, Florida

Issue Date \_\_\_\_\_

Solicitation # \_\_\_\_\_

### REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: Becker & Poliakoff

Firm giving Reference: City of Cape Coral

Address: 1015 Cultural Park Boulevard, Cape Coral, Fl 33990

Phone: 239-574-0446

Fax: 239-574-0452

Email: thall@capecoral.net

1. Q: What was the dollar value of the contract?  
A: \$50,000
2. Q: Have there been any change orders, and if so, how many?  
A: No
3. Q: Did they perform on a timely basis as required by the agreement?  
A: Yes, always.
4. Q: Was the project manager easy to get in contact with?  
A: Yes, always.
5. Q: Would you use them again?  
A: Absolutely
6. Q: Overall, what would you rate their performance? (Scale from 1-5)  
A:  5 Excellent  4 Good  3 Fair  2 Poor  1 Unacceptable
7. Q: Is there anything else we should know, that we have not asked?  
A: This firm is very responsive and dedicated. They have provided us with excellent service.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Terri Hall Title: Legislative Coordinator

Signature: Terri Hall Date: 4/20/2018

Issue Date

City of Hollywood, Florida  
Solicitation #

### REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: The Becker Firm

Firm giving Reference: City of Lauderhill

Address: 5581 W. Oakland Park Blvd. LAuderhill, FL 33313

Phone: 954-730-3000

Fax: 954-730-3025

Email: dgibbs@lauderhill-fl.gov / jboukharri@lauderhill-fl.gov.

1. Q: What was the dollar value of the contract?  
A: \$4500 / monthly
2. Q: Have there been any change orders, and if so, how many?  
A: NO
3. Q: Did they perform on a timely basis as required by the agreement?  
A: Yes
4. Q: Was the project manager easy to get in contact with?  
A: Yes
5. Q: Would you use them again?  
A: Yes
6. Q: Overall, what would you rate their performance? (Scale from 1-5)  
A:  5 Excellent    4 Good    3 Fair    2 Poor    1 Unacceptable

7. Q: Is there anything else we should know, that we have not asked?  
A: They are helpful and a pleasure to work with on projects.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Dorothy Gibbs-Smith Title: Asputy City Manager

Signature: [Handwritten Signature] Date: 4/24/18.

City of Hollywood, Florida  
Solicitation #

Issue Date

**REFERENCE QUESTIONNAIRE**

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: The Becker Firm

Firm giving Reference: Town of Lake Park – John D'Agostino – Town Manager

Address: 535 Park Avenue, Lake Park Florida 33403

Phone: 561-881-3304


Fax: 561-8813314

Email: jdagostino@lakeparkflorida.gov

- 1. **Q:** What was the dollar value of the contract?  
**A:** \$42,000
- 2. **Q:** Have there been any change orders, and if so, how many?  
**A:** None. We have an all inclusive contract
- 3. **Q:** Did they perform on a timely basis as required by the agreement?  
**A:** Absolutely Yes
- 4. **Q:** Was the project manager easy to get in contact with?  
**A:** Ellyn Bagdnoff was easily accessible by phone, e-mail and in person once our delegation was at the Capital
- 5. **Q:** Would you use them again?  
**A:** We have renewed their contract and see no reason at this time not to continue our contractual relationship
- 6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)  
**A:**  5 Excellent  4 Good  3 Fair  2 Poor  1 Unacceptable
- 7. **Q:** Is there anything else we should know, that we have notasked?  
**A:** Prior to my tenure with the Town, the Commission voted to remove the old lobbyist because the Commission felt as though they had no say in funding opportunities. We feel fortunate to work with Becker as they allow us to provide input into funding areas with the State. We believe we have a great team who works with us on our funding initiatives and provides meaningful input on what we can realistically expect. Although this year, funding was not available to us, we feel the Becker Firm offers our Community the best possible ability to secure future funding from the Tallahassee. They have a personal relationship EVERYONE in Tallahassee.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: John D'Agostino Title: Town Manager

Signature:  Date: 04/23/2018





## Bernie Friedman

### Shareholder

Ft. Lauderdale, Florida  
T: 954.987.7550

BFRIEDMAN@beckerlawyers.com

### Practices

- Government Law & Lobbying
  - Gaming & Sports Law
  - Local Government Lobbying & Procurement
  - State Legislative Lobbying
- Public, Private Partnerships (P3)

### Education

- American University, J.D., 1984
- George Washington University, B.A., 1980, *Phi Beta Kappa*

### Bar Admissions

- Florida, 1985
- District of Columbia, 1985

Mr. Friedman is the shareholder in charge of the Firm's Government Law and Lobbying practice group. He represents a wide variety of businesses, non-profit organizations, developers, and trade associations before local governments in South Florida, the Florida Legislature and Executive Agencies in Tallahassee. He has helped public and private sector clients secure millions of dollars in government grants, procurements, concessions and contracts. An experienced lawyer-lobbyist, he provides strategic advice and guides clients through the complex governmental procurement process, including responding to Requests for Proposals (RFP) from the early stages of team building through project submittals and presentations to final selection and negotiation.

Recognized by the Sun-Sentinel as one of the area's most influential lawyer-lobbyists, his 30+ years of political experience, knowledge of the government, and access to key decision makers are extremely valuable to his clients. An active and visible political figure, Mr. Friedman has addressed the Democratic National Convention, testified before U.S. Congress, and appeared on programs including "Good Morning America", "The O'Reilly Factor" and "Larry King." Prior to practicing law in Florida, he spent ten years working on Capitol Hill as Chief-of-Staff to a U.S. Congressman. He was the youngest chief-of-staff at the time.

### EXPERIENCE

- Lead lawyer and lobbyist for Matthews Southwest, the developer of the Broward County Convention Center Expansion and 800-room hotel. Mr. Friedman has worked extensively with City of Fort Lauderdale and Broward County staff and elected officials on a variety of complex development and financing issues.
- Helped secure millions of dollars in dozens of line item State Appropriations for human service agencies and nursing homes affiliated with the Florida Association of Jewish Federations during 25+ years of representation.
- Helped pass mandatory Holocaust Education legislation and other legislation related to Hate Crimes and the divestiture of State pension funds from certain countries, such as Iran and Sudan Legislation to allow for investment in Israel Bonds, and Legislation banning State and local governments from doing business with companies engaged in BDS boycotts of Israel.
- Represented the City of Hollywood and helped secure millions of dollars of State funds for senior center programs, beach nourishment, park improvements, museums, and public safety during 25 years of representation.
- Helped pass substantive legislation regarding Home Rule Power, Annexation, Community Re-Development Agencies (CRA),

- Municipal Elections, and coastal construction and development.
- Represented Isle Casino at Pompano Park Racing for 25 plus year. Supervised the \$20 million successful statewide political campaign of the casino referendum on behalf of The Isle Casino and Racing at Pompano Park. Helped pass enabling legislation and Agency Rules to govern slot machine gaming and cardrooms.
  - Worked on hundreds of permit approvals in the design, construction and operation of the new \$182 million Isle Casino and Racing at Pompano Park. Helped pass legislation to reduce the tax rate and expand hours of operation and types of games.
  - Helped devise the winning strategies for concessions and contracts for numerous clients at Fort Lauderdale-Hollywood International Airport and Miami Airport: Duty Free Americas, Secure Wrap, Smart Carte, Paradies Shops, Delaware North Food and Hospitality, Inc., Fuel Facility Management, Travelex Financial and Business Services, Go Airport Shuttle, Master Concessionair Sunshine Cleaning Services, Air-IT, HMS Host, Paradies, Standard Parking, Yellow Taxi and SP Plus.
  - Helped clients win various hotly contested engineering and design projects at Ft. Lauderdale-Hollywood International Airport such as: Exit Roadway Design Criteria Package, High Speed Taxiway/ Airfield Modification and General on-call aviation Engineering for Reynolds Smith Hill, the award winning design for the Rental Car Garage - Spillis Candella-DMJM-AECOM, the design of new \$600M South Runway RSH, Atkins, Balfour Beatty- James A. Cummings JV for the construction of the new Terminal 4, Tutor Perini for Design-Build New Runway and Apron Project, Gresham Smith Terminal Modernization, NV5 New South Runway QAMTS, Keith and Associates and Cartaya for on-call engineering.
  - Quarterbacked a coalition lead by the Florida Retail Federation and hundreds of national and local retailers and shopping center owners in opposition to an Ordinance that would have required mandatory security cameras in all retail parking lots in Broward County.
  - Lead lobbyist for Seawood Builders/Catalfumo - H.J. Russell on the hard fought right to design and build Broward County's new \$50 million Central Broward Regional Park in Lauderhill. Negotiated significant change orders, code interpretations, and design criteria issues with County and City officials.
  - Represented Embraer Aircraft, Inc. in its successful efforts to secure long term lease extension for aircraft maintenance, and parts distribution center adjacent to the North Runway at Ft. Lauderdale-Hollywood International Airport.

#### PROFESSIONAL / COMMUNITY ACTIVITIES

Mr. Friedman is a past President of the David Posnack Jewish Community Center, which serves thousands of people throughout Broward County on its 50-acre campus in Davie, Florida.

He is also on the Board of Directors of the Ft. Lauderdale Chamber of Commerce, the Florida Restaurant and Lodging Association Broward Chapter, the Jewish Federation Broward County and is Secretary of the South Florida Public Broadcasting Service.

Mr. Friedman has twice served as Chair of the Jewish Federation of Broward County's Community Campaign Celebration with noted speakers Alan Dershowitz and Nobel Laureate Elie Wiesel and has chaired the Jewish Federation's corporate campaign for over 10 years.



## Yolanda Cash Jackson

### Shareholder

Ft. Lauderdale, Florida  
T: 954.987.7550

YJACKSON@beckerlawyers.com

### Practices

- Government Law & Lobbying
  - Local Government Lobbying & Procurement
  - Local Government Representation
  - State Legislative Lobbying

### Education

- University of Florida, J.D. 1990, B.S. 1980

### Bar Admissions

- Florida

Yolanda Cash Jackson is an experienced Government Law attorney who has established a strong reputation in the community for her leadership and commitment to civic, charitable and professional organizations. She concentrates her practice in the area of Governmental Relations and has developed a proficiency in state government funding and appropriations. Ms. Jackson has excellent working relationships with several of the state's leading elected officials and policymakers.

Ms. Jackson was elected to Becker's Management Committee in 2010.

### RECOGNITION

- Legal Luminary Finalist by the Dade County Bar Association in 2017.
- Inductee into the Children of Inmates League of Superheroes. The only non-elected, non-government official to receive this honor for the third time (in 2017).
- Women on the Move 2017 by Onyx Magazine
- City Year Miami Legal Professional of the Year 2017
- Florida Trend Magazine "Florida's Legal Elite" 2016
- Gertrude Rush Award 2016
- St. Johns Community Development Corporation Inc., Chairman's Award 2016
- National Organization of Black Elected Legislative Women President's Award 2016
- Top 100 National Black Lawyer 2015
- Lauderhill Regional Chamber of Commerce Woman of Distinction 2015
- Women of a New Tribe: Miami Icons
- Women Who Make a Difference Award - Junior League of Miami
- Keynote Speaker at the University of Florida Annual Association of Black Alumni weekend
- Broward Black Elected Officials Community Service Award
- ICABA Recognition Honoree Award; one of the 100 Most Accomplished Blacks in Law in South Florida
- Community Leader of the Year
- Distinguished African American Women with Vision, Dare and Care by Les Bonnes Amies Club
- Woman to Watch by the Sun Post Magazine
- In the Company of Women award presented by Miami-Dade County Commission on the Status of Women 2007
- The Florida Bar Young Lawyers Division of Governors Government Affairs symposium 2007
- Jessie Trice Hero Award 2004

## PROFESSIONAL / COMMUNITY ACTIVITIES

Ms. Jackson serves on the boards of the 2016-2017 University of Florida Foundation and is a past serving board member on the 2009 University of Florida, Levin College of Law Trustees; the Orange Bowl Committee, the United States Senate Military Affairs Committee; the National Black Caucus of State Legislators, Corporate Round Table; the International Women's Forum; and the Miami-Dade County Black Affairs Advisory Board Commission for Women.

Ms. Jackson is a current appointee to the Florida Bar's new standing committee on Governmental and Public Policy Advocacy.

Ms. Jackson is an active member on the Greater Miami Chapter of the Links, Inc., with special appointment to the National Legislative and Public Affairs Committee; Miami Alumni Chapter of Delta Sigma Theta Sorority; and the Greater Miami Chamber of Commerce, former Chair-State Advocacy Committee, and Leadership Florida.

Ms. Jackson acts as moderator on certain key panels and speaker on various television and radio talk shows pertaining to governmental and lobbying issues.



## Nicholas G. Matthews

### Senior Government Relations Consultant

Ft. Lauderdale, Florida  
T: 954.987.7550

NMATTHEWS@beckerlawyers.com

### Practices

- Government Law & Lobbying
  - Local Government Lobbying & Procurement
  - Local Government Representation
  - State Legislative Lobbying

### Education

- Florida State University, Masters of Applied American Politics and Policy (2008), BS, International affairs with Political Science Emphasis (2006)

Nicholas G. Matthews is an experienced advocate with an extensive background in state and local legislative, budgetary and executive processes. He is uniquely experienced and knowledgeable in healthcare, local government, finance and tax, economic development, criminal justice and transportation issues.

As a former lobbyist for Broward County, Mr. Matthews managed Broward County's advocacy as a part of their Office of Intergovernmental Affairs and Professional Standards. He specifically developed, managed and advocated for Broward County's State Legislative Program and Appropriation Priorities. He worked closely with the Mayor, Vice Mayor, Commissioners, County Administration, Department Directors, Constitutional Officers, City Managers and City Commissioners in that capacity. He also served as Chief of Staff to Florida Senator Eleanor Sobel, where he managed the Senator's legislative efforts and supervised the District and Capitol staff.

Mr. Matthews has coordinated advocacy efforts with the Broward Workshop, Greater Ft. Lauderdale Alliance, Ft. Lauderdale Chamber of Commerce, the Broward Chapter of the Restaurant and Lodging Association, Broward Days, and the Port Everglades Association.

### EXPERIENCE

Some of the projects Mr. Matthews helped to coordinate include:

- Broward County's \$45 million beach nourishment project;
- Seaport and airport state grants, large infrastructure projects for wastewater and water services, and economic development;
- Has lobbied for important programs like child protection teams, homelessness grants, affordable housing, and funding for environmental clean-up programs.

### PROFESSIONAL / COMMUNITY ACTIVITIES

- Member of the Board of Directors, Broward Days
- Member of the Governmental Relations Committee Member, YMCA of South Florida
- Immediate Past President, Florida Association for Intergovernmental Relations
- 2014 - 2015 Former Member of the Board of Directors, Florida Shore and Beach Preservation Association
- 2012 - 2014 Former Member, National Association of County Intergovernmental Relations Officials
- 2012 - 2014 Former Committee Member, Human Services and Education Committee, National Association of Counties



## Ellyn S. Bogdanoff

### Shareholder

Ft. Lauderdale, Florida  
T: 954.987.7550

EBOGDANOFF@beckerlawyers.com

### Practices

- Government Law & Lobbying
  - State Legislative Lobbying

### Education

- University of Florida, B.A. 1980, *with honors*
- Nova Southeastern University, J.D. 2003

### Bar Admissions

- Florida

Senator Bogdanoff joined the firm after serving over six years as a Member of the Florida House of Representatives and two years as a Florida State Senator.

She also has over 30 years in the business sector, owning her first insurance business by the age of 21 and, after 16 years, selling her interest in her company. In 1997, she opened a corporate and local government consulting firm. Senator Bogdanoff later attended law school, graduating in 2003. She began her legal career as a litigator and is currently a Certified Circuit Civil and Family Mediator.

After leaving public office in 2012, Senator Bogdanoff expanded her practice to include government consulting in Tallahassee. Her knowledge, experience, and access to key decision makers are extremely valuable to her clients.

### RECOGNITION

- Over 70 awards for legislative advocacy from 2004 to 2012 from various community groups and state associations.
- "Up and Comers" Award, 1991
- Women's Circle of Excellence, Women's Chamber of Commerce 1998
- Youth Law Center, 2000 - For Child Advocacy
- March of Dimes, Woman of Distinction, 2001
- Women-Owned Business Award, 2001 - The Fort Lauderdale Chamber of Commerce Annual Salute to Business Awards
- Healthy Mothers - Healthy Babies, Outstanding Mothers of 2003
- Jacob's Ladder Award for child advocacy from Jewish Adoption and Foster Care Options (JAFCO) in 2004
- Broward Partnership for the Homeless Legislative Advocacy Award 2006
- Florida's Children First Recognition in 2006 for her commitment to children growing up in the foster care system.

### PROFESSIONAL / COMMUNITY ACTIVITIES

- Federal Judicial Nominating Committee 2105 to present - Appointed by Senator Marco Rubio and Senator Bill Nelson
- Governmental and Public Policy Advocacy Committee of The Florida Bar
- Florida Senate President Appointment to the Early Learning Advisory Council (ELAC)
- T.E.A.C.H Advisory Council (Teacher Education Compensation Helps)
- Children's Home Society Advisory Board
- JAFCO (Jewish Adoption and Foster Care Options) Advisory Board
- Holocaust Documentation Center - Board Member, 2015-2018

- Civil Procedures Rules Committee - Florida Bar 2009-2014
- Museum of Discovery and Science in Broward County - Board of Trustees
- Legal Aid Advisory Board, 2002-03
- Fort Lauderdale Chamber of Commerce Board of Directors and Board of Governors
- Guardian ad litem, 17th Judicial Circuit
- Appointed member of the Fort Lauderdale Planning & Zoning Board
- Appointed by Senator Mel Martinez to the Federal Judicial Nominating Commission
- Appointed member of the Broward County Children's Services Board, Chair, 2003-2005
- Appointed by the Governor to the State Elections Commission, December, 2000 to May 2001
- Appointed by the Governor to State Board of Directors, WAGES Program, December, 1998 to June, 2000; Appointed Chairman of Statewide Research Committee
- Transition Team for Governor Jeb Bush, November, 1998 to January, 1999
- Board Member, Children's Home Society, 1989 to 1999
- Board Member, JAFCO (Jewish Adoption and Foster Care Options) 1992 to 2005
- Advisory Board Member and Mentor, Enterprise Ambassador Program of Nova Southeastern University, 1988 to 2000
- Foundation Board Member, Habitat for Humanity of Broward County, 1997, Chair, 1998
- Member, Broward Alliance, 1995 to 2001
- Appointed member of District Advisory Council of Broward County Schools, 1994 to 1996 and 1997 to 1999
- Appointed by Commissioner Ilene Lieberman to the Homeless Initiative Partnership Advisory Board of Broward County in 2000
- Appointed by Commissioner Tim Smith to the City of Fort Lauderdale Education Advisory Committee, 1997 to 2000
- Appointed by Commissioner Ilene Lieberman to the Human Rights Board of Broward County, 1997 to 2000
- Charter member, Women's Chamber of Commerce of Broward County, 1996 to 2001:
  - Board Member, 1998 to 1999, Chair, 1999 to 2000
  - Initiated several programs as Chair including Workforce 2020 and the Strategic Alliance of Women's Business Organizations. Acting President and Director of the WorkForce 2020 Project from December 2000 until July 2001.



## Mario J. Bailey

### Senior Government Relations Consultant

Ft. Lauderdale, Florida  
T: 954.987.7550

MBAILEY@beckerlawyers.com

### Practices

- Government Law & Lobbying
  - Local Government Representation
  - State Legislative Lobbying

### Education

- The University of Alabama, B.A. in Political Science

Mario Bailey concentrates on government relations and lobbying in South Florida and Tallahassee. Mr. Bailey works closely with clients from various sectors including business, municipal government and education to advocate for their issues before various government agencies and the State Legislature. He assists in advancing his clients' political and legislative interests and monitoring legislative and regulatory issues that impact their various industries.

In college, he served as rules committee chairman of the Student Government Association's Senate, Vice-President of the Residence Hall Association, the Southern Province Vice-Polemarch of Kappa Alpha Psi, Fraternity, Inc. and a member of the Student Leaders Council. He also served as an intern to former U.S. Congressman Artur G. Davis of Alabama.

### EXPERIENCE

- Mr. Bailey has been successful in guiding legislation and funding priorities through the legislative committee process, to the floor of the Florida House of Representatives and the Florida Senate, and ultimately, for the governor's signature.
- Mr. Bailey was appointed by Governor Rick Scott to the South Florida Regional Planning Council in 2013 and reappointed in 2017. The 19-member Council is charged with identifying the long-term challenges and opportunities facing Southeast Florida and assisting the region's leaders in developing and implementing creative solutions.
- Served as the Chief Legislative Aide to Florida State Representative Dwight M. Bullard. This experience taught him the intricacies of the legislative process, committee procedures, and helped him build strong ties to members of both parties and chambers. Mr. Bailey began his political career as a field coordinator on a congressional campaign in South Florida. Since then, he has been active in various civic and business organizations locally. He's an alumnus of the Greater Miami Chamber of Commerce's Leadership Miami Program and has served twice served as chair of the government focus session.

### RECOGNITION

- Chosen as a 2017 [Miami BMe Community Genius Leader](#)
- Recognized as one of South Florida's [Most Powerful and Influential Black Leaders](#) for 2017 by *Legacy Magazine*.
- Finalist for the Greater Miami Chamber's HYPE Awards, honoring young professionals in their profession and the community
- Designated Professional Lobbyist Certification
- Greater Miami-Dade Chamber of Commerce's Leadership Miami Graduate



- Congressional Black Caucus Annual Legislators Conference Emerging Leader
- University of Alabama, Autherine Lucy Foster Award
- Student Government Association, Robert S. Vance Award

#### PROFESSIONAL / COMMUNITY ACTIVITIES

- Florida Association of Professional Lobbyists (FAPL)
- Greater Miami Chamber of Commerce Government Affairs Group, Past Vice Chair
- Leadership Miami, Executive Committee
- 100 Black Men of South Florida, Former Health and Wellness Chair
- Kappa Alpha Psi Fraternity Inc., past Southern Province Junior-Vice Polemarch



## Jose A. Bermudez

Senior Government Relations Consultant

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### Practices

- Government Law & Lobbying
  - Local Government Lobbying & Procurement
  - State Legislative Lobbying

### Education

- Miami Dade Community College

Jose A. Bermudez has had the pleasure of working for the past three Republican governors of the State of Florida. Most recently he served as Special Assistant and Governor's Regional Representative to Governor Rick Scott. As Regional Representative he was part of the Governor's statewide outreach team with responsibility for Miami-Dade, Broward, Palm Beach, Collier and Monroe County offices, working with members of the legislature to promote Governor Scott's economic development agenda and ensure passage of the Governor's legislative priorities.

Prior to joining the Governor's office, Jose served as Chief of Staff to the Mayor of Miami Beach, where he oversaw one of the most ambitious capital improvement programs in the city's history. This program of "Planned Progress" rebuilt streets, upgraded infrastructure such as drainage systems and water lines, renovated and rebuilt many city assets and built new facilities for parks and entertainment venues. Jose also served for the White House Advance Office under President George W. Bush during the 2004 re-election campaign.

### EXPERIENCE

- Successfully represented many local governments before the legislature and state agencies on regulatory and administrative matters.
- Instrumental in receiving an opinion on the New Starts program from the Florida Department of Transportation that eliminated a 12.5% cap on state contributions on federally funded transportation projects.
- Currently represents the City of Miami, City of Homestead, Village of Virginia Gardens, City of Miami Springs, City of Doral, City of North Miami Beach, Miami Dade Expressway Authority, and Miami-Dade County.
- Represents clients at the local level on legislation, annexation issues and funding requests at the county and local municipal level.

### RECOGNITION

Jose is committed to public service has been involved in many community and civic organizations. Jose currently serves as the Vice-Chair of the Governmental Affairs Committee of the Greater Miami Chamber of Commerce. Jose family background is distinctly unique, he is of Trinidad & Tobago and Venezuelan descent. Jose is an avid rugby player and is Vice President of the two time State Champions Miami Trident Rugby Football Club.



## José K. Fuentes

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### Practices

- Government Law & Lobbying
  - Local Government Lobbying & Procurement
  - Local Government Representation
  - State Legislative Lobbying

### Education

- St. Thomas University, B.A.
- Miami Dade College

José Keichi Fuentes has a strong network of contacts and over 30 years of experience working in the government and in the political arena. He is a government relations professional who represents local government, other public bodies and private sector clients in environmental, safety, infrastructure and water resources at the state and local levels.

His client list includes the City of Miami, Homestead, Pinecrest, Virginia Garden, North Miami Beach, Biscayne Park, Doral and Miami Springs, to name a few. In the private sector, he represents Hitachi, Wade Trim, ShotSpotter, Atkins, Community Champions, Century Homesbuilders, Covenant Airport Security, Mitsubishi and Ygrene/PACE. His extensive lobbying experience at the highest level of local, county and the state has helped him contribute to the passage of numerous legislation. He has also secured funding for the municipalities he represents through the allocation of major infrastructure projects funding. During his time as director of the South Florida Water Management District, Regional Office, Jose was instrumental in securing funds for key water projects Miami-Dade county.

### RECOGNITION

In 2017 Mr. Fuentes was honored by the Greater Miami Chamber of Commerce with the International Governmental Relations Award for his work in continuing to build relationships Japan and Miami. He has been honored by the Diabetes Association with the “Valor Award” for community service, and the South Florida Hispanic Chamber of Commerce with the “Annual Sunshine Award” as Public Official of the Year. He is included in Who’s Who of Asian Americans and has been featured on numerous occasions in *The Miami Herald* for his devotion to community service and for his pride in his Cuban/Japanese Heritage. He was a finalist for the Price Waterhouse Up & Comers Award.

Mr. Fuentes’ family background is distinctly unique, he is of Cuban and Japanese descent. His mother and grandparents were interned in the Gila River Camps during WWII, a topic which he speaks to. Jose is an avid marathoner, having participated in over 31 marathons and 32 half marathons.

He is a proud alum of St. Thomas University in Miami and attended Miami Dade College. Jose is a resident of Miami’s Coconut Grove area.

### PROFESSIONAL / COMMUNITY ACTIVITIES

Recently, he was recognized by the Japanese Ministry of Foreign Affairs with a commendation for his work in helping to strengthen the relationship between the U.S., Florida, Japan, and Latin America. Mr.

Fuentes is committed to public service as proven through his community, civic and volunteer work. Most recently, he was re-appointed by Governor Rick Scott to the Board of Trustees of Miami Dade College, the largest and most diverse college in the nation. He was also asked to serve as Chairman of the Governmental Affairs Group of the Greater Miami Chamber of Commerce where he has played a key role in engaging the Chamber to support the High-Speed Rail and Miami's Port Tunnel Project and numerous other Legislative Issues that impact South Florida. He also serves on the Executive Committee of the Greater Miami Chamber of Commerce.

Currently, Mr. Fuentes is a board member of the City of Miami Waterfront Advisory Board and Chairman of Read to Succeed. He is a member of the City of Miami's Mayor's International Council and has served on the Executive Committee of the Miami-Dade County Republican Party. Mr. Fuentes is past Chairman of both United Home Care Services and the Miami-Dade County Asian-American Advisory Board.

He has been very involved in activities enhancing the relationship between Japan and Miami. He serves as Chairman of the Miami Kagoshima Sister Cities Committee and has been invited by the Japanese Ministry of Foreign Affairs (MOFA) to participate as a member of the Japanese American Leadership Delegation (JALD) in 2006. He continues to serve in an Advisory role along with 14 other Japanese Americans from across the United States. Mr. Fuentes has been fortunate to be a guest of both Governor Jeb Bush and President George Bush in similar related activities. He most recently leads his third delegation to Kagoshima and for the first time in 25 years, the group was accompanied by the City's Mayor. To further build on this relationship, Jose assisted in the coordination of a trip in which the Miami Marlins visited Kagoshima.