



Ronald L. Book, P. A.
LAW OFFICES
PROFESSIONAL ASSOCIATION

STATE LOBBYIST SERVICES

CITY OF HALLANDALE BEACH

Submitted by:
Ronald L. Book, P.A.

Harbour Centre
18851 N.E. 29th Ave., Ste. 1010
Aventura, FL 33180
P 305-935-1866 F 305-935-9737

Highpoint Center
106 East College Avenue, Suite 1450
Tallahassee, Florida 32301
P 850-224-3427, F 850-224-3361

E-mail: Ron@rlbookpa.com

RFP No. FY2010-2011-014 STATE LOBBYIST SERVICES
Due Date: Friday, September 30, 2011 at 4:00 PM

City of Hallandale Beach, Florida
City Clerk's Department
400 South Federal Highway, Room 242
Hallandale Beach, FL 33009

REPLY TO:

- Harbour Centre - 18851 N.E. 29th Avenue, Suite 1010 - Aventura, Florida 33180 - Telephone (305) 935-1866 - Fax (305) 935-9737
- 104 West Jefferson Street - Tallahassee, Florida 32301 - (850) 224-3427

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Ronald L. Book, P. A.

LAW OFFICES

PROFESSIONAL ASSOCIATION

September 30, 2011

City of Hallandale Beach
400 South Federal Highway
Hallandale Beach, FL 33009

RE: RFP No. FY2010-2011-014 State Lobbyist Services

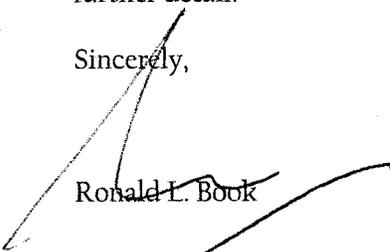
Ladies and Gentlemen:

On behalf of Ronald L. Book, P.A., I am pleased to enclose our firm's proposal to provide consulting, state legislative lobbying services to the City of Hallandale Beach as described in our response to RFP No. FY2010-2011-014. Our proposal contains information detailing the services we offer to meet the City's legislative needs, which includes our qualifications and a sample of accomplishments we've had for some of our other clients. I am proud that my firm has led the industry in providing quality, affordable lobbying services to local governments. We believe that local government leaders, and their constituents, deserve the same competent, experienced and professional representation as private sector interests. In our proposal, you will find a summary of our experience and qualifications, past performance, references, our approach to the project and quotation of fee for this project. We provide a high-level of service and we strive to let the results speak for themselves.

Ronald L. Book, P.A. is a law firm that was incorporated in the state of Florida in January of 1987, and the firm's specialty is government affairs. The firm has grown to be one of the most prestigious in Tallahassee, with a commitment to professionalism and personal service, along with a reputation for hard work. The firm has developed a diverse client base of business, industry, local governments, hospitals and health care districts, professional associations and not-for-profit organizations. Firm professionals are long-time fixtures in Tallahassee politics and have long-term, established relationships with legislators, executive agencies and staff.

As you review our proposal, you will find our long history in Tallahassee has provided us with the knowledge, relationships and expertise that can only result from years of experience. We are excited about the opportunity to represent the interests of the City of Hallandale Beach and we thank you for your consideration. We are available to answer any questions about our proposal and to discuss this matter in further detail.

Sincerely,


Ronald L. Book

REPLY TO:

- Harbour Centre - 18851 N.E. 29th Avenue, Suite 1010 - Aventura, Florida 33180 - Telephone (305) 935-1866 - Fax (305) 935-9737
- 104 West Jefferson Street - Tallahassee, Florida 32301 - (850) 224-3427

TAB 4 GENERAL REQUIREMENTS

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the work for the City in conformity with the requirements of the specifications in the RFP. As such, the substance of the proposals will carry more weight than their form or manner of presentation. The proposal should address all points outlined in the specifications, plans and RFP. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer's capability to satisfy the requirements of the RFP. While additional data may be presented, the information requested in items 1 through 12, must be included. Items 1-12 represent the criteria against which proposals will be evaluated.

It is with great pleasure that Ronald L. Book, P.A. submits the following proposal as a response to the City of Hallandale Beach RFP No. FY2010-2011-014, to provide state lobbyist services.

In our response to this RFP, Ronald L. Book, P.A. will demonstrate that our firm offers the qualifications, competence and capacity to represent the City of Hallandale Beach before the State Legislature, in conformity with the requirements of the specifications in this RFP.

An affirmative statement should be included indicating that the firm and all assigned key professional staff possess all licenses and certifications required to provide the requested services in the State of Florida and Broward County.

Ronald L. Book, P.A.

Ronald L. Book, P.A. is considered one of the premier lobbying firms in the state, with unparalleled experience in the appropriations process. Incorporated in 1987, Ronald L. Book, P.A. is licensed to do business in the State of Florida and in Broward County, and maintains full-time offices in Aventura and Tallahassee.

We have a long history in representing local governments, health care districts, professional associations, not-for-profit associations and various political subdivisions throughout Florida. Our law firm works exclusively in the government affairs arena, specializing in legislative and executive advocacy, strategic planning and general government consulting. We are proud to be involved in the legislative process 365 days-a-year. We enjoy extensive bipartisan relationships with members of both the legislature and executive branch, allowing us to be effective in today's political climate.

Our firm offers a powerful combination of talent and experience with a proven track record before the legislative and executive branches of government. The firm's contact base extends throughout state government and includes legislative leadership, legislative staff, and executive branch officials. We provide hands-on monitoring, intelligence and oversight of government activity coupled with a highly professional, performance oriented approach for meeting client goals and objectives. We work closely with our clients to develop a concise and focused agenda with strategies designed exceed client expectations. With vast experience representing local governments, we understand that capable representation is critical to your success in the legislative process.

Our team offers unparalleled knowledge and experience in the political process, gained from direct participation in the process. Each member of our team has, at one time or another, worked for government. Hence, we bring the kind of perspective that only an "insider" can offer. With nearly 75 years of experience in legislative affairs between us, we stand ready to work on behalf of the City of Hallandale Beach. We are confident that we can provide meaningful and effective service as we work toward accomplishing your legislative goals.

TAB 6 FIRM QUALIFICATIONS AND EXPERIENCE

Indicate the firm's number of years of experience in providing the required services. The proposal must demonstrate the qualifications and experience of the firm. The proposal should indicate the total number of employees of the firm, including the number of staff in the local office, the staff to be employed for the City's Project on a full-time basis, and the number of the staff to be employed on a part-time basis.

Ronald L. Book, P.A., is a law firm specializing in government affairs and consulting. The firm is a subchapter "S" corporation, incorporated in Florida in 1987. The firm's owner is Ronald L. Book, an attorney licensed to practice law in Florida, who also serves as the firm's president and chief executive officer. The firm works exclusively in the lobbying and government affairs arena, offering state legislative and executive branch lobbying services to a wide variety of interests, including local governments, corporations, professional associations, health care providers and not-for-profit organizations

Ronald L. Book, Esq. is the sole principal and owner of Ronald L. Book, P.A., and is its President and Chief Executive Officer. Ronald L. Book, the principal and owner of Ronald L. Book, P.A., will be directly involved in providing the services requested in this RFP. The firm has seven employees: the firm principal, two firm executive employees, three executive support employees and one clerical staff. Individual resumes for members of the firm are included for review under Tab 7 and Tab 8.

Provide a list of government and private clients your firm has on contract through 2016. Please provide the dollar amount of each contract and a brief description of the services, including the number of employees your firm is supervising on each project.

Ronald L. Book, the principal and owner of Ronald L. Book, P.A., is directly involved in providing lobbying services before the legislative and executive branch for the following. Additionally, the two firm executive employees, Kelly C. Mallette and Rana G. Brown, provide lobbying services as needed on each.

Ronald L. Book, P.A. Client List

- ◆ Anchor Towing, Inc
- ◆ Ashbritt
- ◆ Assurance Financial Partners, LLC
- ◆ AT&T (BellSouth)
- ◆ AutoNation, Inc
- ◆ Bail Agents Independent League of Florida
- ◆ Best Buddies International
- ◆ Biscayne Bay Pilots
- ◆ Brevard County
- ◆ Broward County
- ◆ Broward County Clerk of Courts
- ◆ Carlisle Development Group
- ◆ Children's Home Society
- ◆ City of Aventura
- ◆ City of Cooper City
- ◆ City of Lauderdale Lakes
- ◆ City of Miami
- ◆ City of Miramar
- ◆ City of North Miami
- ◆ City of North Miami Beach
- ◆ City of Palm Bay
- ◆ City of Pinellas Park
- ◆ City of Riviera Beach
- ◆ City of South Bay
- ◆ City of Sunrise
- ◆ City of Tallahassee
- ◆ Consolidated Credit Counseling Services, Inc
- ◆ Diabetes Research Institute Foundation, Inc
- ◆ Driver's Rights Inc
- ◆ Florida Apartment Association
- ◆ Florida Association of Forensic Professionals
- ◆ Florida Association of Rehabilitation Facilities, Inc
- ◆ Florida Children's Services Council, Inc
- ◆ Florida Distillers
- ◆ Florida Heart Research Institute
- ◆ Florida Power & Light Company
- ◆ Florida Regional Councils Association
- ◆ Florida Yacht Brokers Association
- ◆ GEO Group, Inc, The
- ◆ Grant Street Group
- ◆ Health Choice Network
- ◆ Interior Design Associations Foundation
- ◆ Magic City Casino (West Flagler Kennel Club, Inc)
- ◆ Miami Beach Community Health Center
- ◆ Miami Project/Buoniconti Fund to Cure Paralysis
- ◆ Miami-Dade County
- ◆ Miami-Dade County Public Schools
- ◆ Mount Sinai Medical Center
- ◆ Museum of Discovery & Science
- ◆ Neptune Wholesale, Inc
- ◆ New Horizons Community Mental Health Center, Inc
- ◆ North Broward Hospital District
- ◆ Our Kids of Miami-Dade/Monroe, Inc
- ◆ Pinellas County Board of County Commissioners
- ◆ Pinnacle Housing Group
- ◆ Public Health Trust-Jackson Memorial Hospital
- ◆ Recording for the Blind and Dyslexic Florida
- ◆ Republic Services, Inc
- ◆ SOS Security
- ◆ South Broward Hospital District
- ◆ Spectrum Programs & Miami Behavioral Health Center
- ◆ Sun Life Stadium (Dolphins Stadium)
- ◆ Teva Pharmaceuticals, USA
- ◆ Turnberry Associates
- ◆ University Area Community Development Corporation
- ◆ University of Miami
- ◆ Vehicle Production Group
- ◆ Village of Bal Harbour
- ◆ Village of Palmetto Bay
- ◆ Village of Pinecrest
- ◆ Village of Royal Palm Beach
- ◆ Vitas Healthcare Corporation
- ◆ Westchester General Hospital
- ◆ White Rock Quarries

Ronald L. Book P.A. Client List

Below is a listing of the comparable contracts and contract amounts for your review.

<p>Broward County State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$55,000 per year</p>
<p>Pinellas County State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$40,000 per year</p>
<p>City of Aventura State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$50,000 per year</p>
<p>City of Cooper City State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$66,000 per year</p>
<p>City of Lauderdale Lakes State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year</p>
<p>City of Miami State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$50,000</p>
<p>City of Miramar State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$120,000 per year</p>
<p>City of North Miami State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year</p>
<p>City of North Miami Beach State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year</p>
<p>City of Palm Bay State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year</p>
<p>City of Pinellas Park State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year</p>
<p>City of Riviera Beach State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$30,000 per year</p>
<p>City of Royal Palm Beach State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year which includes fees for subcontractor</p>
<p>City of Sunny Isles Beach State Legislative and Executive Branch Lobbying and Government Relations Services Contract is approximately \$60,000 per year</p>

City of Tallahassee

State Legislative and Executive Branch Lobbying and Government Relations Services | Contract is approximately \$90,000 per year

Miami-Dade County

State Legislative and Executive Branch Lobbying and Government Relations Services | Contract is approximately \$230,000 which includes fees for the team of subcontractors

Miami-Dade County Public Schools

State Legislative and Executive Branch Lobbying and Government Relations Services | Contract is approximately \$100,000 per year

Village of Palmetto Bay

State Legislative and Executive Branch Lobbying and Government Relations Services | Contract is approximately \$72,000 per year which includes fees for subcontractor

Brevard County

State Legislative and Executive Branch Lobbying and Government Relations Services | Contract is approximately \$30,000 per year , Ronald L. Book, P.A. is a subcontractor

List and describe any potential conflicts of interest between the City and your firm's other clients that may affect the firm's representation of the City's interests.

RFP No. 2010-2011-014, State Lobbyist Services Proposal for the City of Hallandale Beach, Conflict of Interest Provision for Ronald L. Book, P.A.

Neither Ronald L. Book of Ronald L. Book, P.A., nor any associates, have any actual or potential conflicts that would preclude them from advocating on behalf of the City of Hallandale Beach.

List and describe all legal claims against any person or firm that is a member of the team alleging error and/or omissions, or any breach in professional ethics, including those settled out of court, during the past five (5) years. If not applicable, please so state.

Neither Ronald L. Book of Ronald L. Book, P.A., nor any associates, have any legal claim against any person or firm that is a member of the team, alleging error and/or omissions, or any breach in professional ethics, including those settled out of court, during the past five (5) years.

Provide a list of the personnel to be used on this project and their qualifications. A resume of key management personnel, including education, experience, and any other pertinent information shall be included for each member to be assigned to this project. Provide the name(s) of the person, within your organization, who will be assigned to the City for this project.

Ronald L. Book, P.A. is a law firm that was incorporated in the state of Florida on January 29, 1987. Ronald L. Book is President and Chief Executive Officer of Ronald L. Book, P.A., and the firm's specialty is government affairs. Ronald L. Book will serve as the City of Hallandale Beach primary lobbyist. As well as Mr. Book's representation of the City, the firm's associate lobbyists, Kelly C. Mallette and Rana G. Brown, each with diverse experience and unique insight into the legislative process, would perform the secondary responsibilities in the firm's representation.

Operating full-time offices in Aventura and Tallahassee affords the firm principals consistent proximity to clients and legislators, providing access to, and visibility amongst, key decision-makers. The firm has developed a diverse client base of business, industry, local governments, hospitals and health care districts, professional associations and not-for-profit organizations. Firm professionals are long-time fixtures in Tallahassee politics and have long-term, established relationships with legislators, executive agencies and staff.

Simply, we love government affairs and the legislative process. We relish the opportunity to work with a varied clientele, developing and executing strategy to achieve positive results. Ronald L. Book, P.A. has carved its niche in Tallahassee, and even as the firm continues to improve upon its already impeccable reputation, we have a commitment to tailoring our approach to each client's needs and to remaining accessible to ensure a fluid execution of your legislative plan.

Ronald L. Book | President and CEO | Ronald L. Book, P.A.

Ronald L. Book is President and Chief Executive Officer of Ronald L. Book, P.A., a law firm that specializes in government affairs and is considered one of the leading lobbying firms in the state, with unparalleled experience in the appropriations process. Ron's history in the Florida political process dates back to the 1970's, when he began working for the Florida Legislature. He later served as Special Counsel to Florida Governor Bob Graham and as Director of the Administrative and Governmental Law Department for Miami-based Sparber, Shevin, Shapo, Heilbronner & Book, one of Florida's most influential law firms from 1977 to 1987, when it disbanded.

Since opening his own firm, Ron has developed a client list that is literally a "who's who" of local governments, business and industry, health care and not-for-profit associations. His reputation as a hard worker, dedicated to his client's causes, has earned him a place in the upper echelon of

Tallahassee power. Associates, clients and lawmakers describe Ron Book and his firm as committed, tenacious, knowledgeable and credible.

Ron continues to be an active participant in South Florida's various civic and professional organizations. He is a member of the Greater Miami Chamber of Commerce, the Aventura Marketing Council and the North Dade Chamber of Commerce. He has provided pro bono services to many worthwhile organizations and causes including, the Greater Miami Host Committee, ChildNet, the Florida Council Against Sexual Violence, the Coconut Grove Playhouse, the Boy Scouts of America, and the United States Olympic Committee.

He is particularly proud of his community involvement. He currently serves as Chairman of the Miami-Dade County Homeless Trust, and as Chairman of the Children's Home Society of Florida Foundation. He serves as a board member for Memorial Hospital Foundation and the Joe DiMaggio Children's Hospital & Foundation, the Baudhuin Oral School Board of Governors at Nova Southeastern University and the Inner City Youth Center.

His honors include: Alvah Chapman Humanitarian of the Year Award; Homeless Advocate of the Year; Florida Council Against Sexual Violence Survivor Activist of the Year; Autism Society of America National Advocate of the Year; National Epilepsy Foundation Public Advocate of the Year; Greater Miami Chamber of Commerce Bill Colson Community Service Award; and Broward Partnership for the Homeless James J. Blosser Community Trusteeship Award.

Ron holds a Juris Doctorate degree from Tulane University and a Bachelor's degree in Political Science from Florida International University. In our response to the RFP, Ronald L. Book is the proposed Project Manager; a resume for Mr. Book can be found under Tab 8.

Kelly C. Mallette | Director of Government Affairs | Ronald L. Book, P.A.

Kelly Mallette has been lobbying with Ronald L. Book, P.A. for 8 years and currently serves as the firm's Director of Government Affairs. She provides lobbying and advocacy services for numerous firm clients, including not-for-profit organizations, professional associations, multiple local governments and many other firm clients. She utilizes her expertise to facilitate winning strategies to achieve client objectives. She has been instrumental to the firm in securing funding for special projects and making various substantive changes which are now law in Florida. Kelly's experience as a Senate aide to the former Chairman of the Senate Appropriations Subcommittee on Health and Human Services has provided her with a unique insight into Florida's HHS budget, including knowledge of important policies and priorities. She has also served as Senior Policy Advisor to the former Mayor of Miami. Her experience working in local government provides her with a unique knowledge and perspective on public sector issues. Kelly Mallette recently completed a 4-year term as a Commissioner in the Village of Biscayne Park.

Rana G. Brown | Government Affairs Consultant | Ronald L. Book, P.A.

In 2008, Rana Brown joined Ronald L. Book, P.A., with over 16 years of experience in government affairs. Ms. Brown is based in the Aventura office and specializes in legislative procedure with emphasis on state and local government and various private sector interests. Ms. Brown

provides executive direction services for the Florida Regional Councils' Association, which provides her a depth of knowledge regarding local government, transportation, growth management and environmental issues. Prior to joining Ronald L. Book, P.A., Ms. Brown headed the Advocacy Department of the Greater Miami Chamber of Commerce where she restructured the Chamber's government affairs focus to address issues affecting the business community at the local, state and federal levels. Prior to her work at the Chamber, Ms. Brown held the position of Assistant Director of Intergovernmental Affairs within the office of the Mayor of Miami-Dade County, where she worked on behalf of the County before the state legislature, state agencies and executive branch. Ms. Brown's experience also includes nine years as staff in the Florida Senate, both in Tallahassee and Miami, in the office of the Senate President and six years as a legislative assistant to a South Florida legislator. Ms. Brown holds a B.A. in History from Florida State University.

Resumes for Ms. Mallette and Ms. Brown are included within this section.

KELLY C. MALLETT

PROFESSIONAL PROFILE

Kelly Mallette is a results-driven public and government affairs specialist with expertise in government relations, lobbying and advocacy, public relations, community outreach and media communications. She is bright, resourceful and determined, with excellent relationships amongst government and community leaders and stakeholders.

Director of Government Affairs • Ronald L. Book, P.A.
2999 Northeast 191 Street, PH 6, Aventura, Fl 33180, (305) 935-1866
106 East College Avenue, 14th Floor, Tallahassee, Fl 32301, (850) 224-3427

November 2002 to Present

Ronald L. Book, P.A. is considered one of the most prestigious lobbying and governmental relations firms in Florida. The firm represents a long list of clients including Fortune 100 companies, healthcare providers, professional sports franchises, community organizations and professional associations.

Provided legislative, government relations, strategic planning and public relations services, including direct legislative lobbying, legislative drafting services, legislative research, analysis and monitoring, report preparation, legislative committee testimony, and other services for the firm's clients. Built broad-based coalitions of support for key issues. Acted as client spokesperson before the Legislature. Served as liaison between clients and legislators, cabinet members, and state agencies. Provided various public relations services for the firm's clients, including media relations and strategy, community outreach and development and implementation of charitable and fundraising plans. Developed relationships between clients and stakeholders, including community organizations and public interest groups. Provided planning and logistics services for charitable and political fundraising events.

Senior Legislative Aide • Office of Senator Ronald A. Silver
12000 Biscayne Boulevard, Suite 411, North Miami, Fl 33181, (305) 893-4088

October 1999 to October 2002

Senator Ron Silver began his service in the Legislature in 1978. He was the Dean of the Legislature and Chairman of the Appropriations Subcommittee on Health and Human Services.

Assisted the Senator in preparing his annual legislative agenda, including legislation and budget items. Formulated, prepared, reviewed and analyzed legislation and budget requests. Utilized knowledge of Senate rules and procedures to forward the Senator's agenda including making presentations before legislative committees and staff, working with members of the Senate, House of Representatives, Cabinet members, executive staff and lobbyists. Responsible for a working knowledge of current issues, Florida laws as well as detailed knowledge of legislative and budget processes. Prepared briefing papers, speeches, press releases, advertisements, position papers, newsletters and press packets. Hired and supervised legislative staff. Acted as Executive Director of Ronald A. Silver Charitable Foundation, duties included fundraising and organization of annual fundraising gala, management and oversight of financial accounts.

Senior Policy Advisor • Office of Mayor Joe Carollo
3500 Pan American Drive, Miami, Fl 33133, (305) 250-5300

July 1997 to September 1999

Mayor Joe Carollo was the Mayor of the City of Miami during the City's financial crisis, one of the most difficult times in the city's history.

Advised on all policy matters. Researched and prepared Mayor Carollo for all city commission meetings. Drafted and reviewed legislation. Acted as formal press secretary including direct contact with members of the press, both print and broadcast. Wrote and issued formal press releases, and coordinated media conferences. Acted as liaison between the Mayor's office and the city administration as well as other local, state, national, and international agencies. Prepared speeches for mayoral presentations including annual state-of-the-city address and budget address. Organized large-scale special events including the annual state-of-the-city address. Advised on matters of protocol including meetings with various heads of state of international governments. Delivered speeches and proclamations on behalf of the mayor, and represented him at various political and community events.

AWARDS, HONORS AND AFFILIATIONS

- Commissioner, Village of Biscayne Park
- Board Member, Safe Neighborhood Parks Bonds Committee, appointed by Miami-Dade County Commissioner Sally Heyman
- Board of Directors, Downtown Bay Forum
- City of Miami Beach Certificate of Appreciation for Outstanding Service
- City of Miami Salute for Outstanding Service
- Leadership Miami Alumnus, Greater Miami Chamber of Commerce (1998)

RANA G. BROWN

WORK EXPERIENCE

Ronald L. Book P.A.

- **Government Affairs Consultant** (February 2008 – Present)

Responsible for assisting in the advancement of client issues at state and local levels. Responsible for research, briefings and written reports on legislative developments during the state legislative session.

Greater Miami Chamber Of Commerce

- **Senior Vice President, Advocacy** (October 2004 – February 2008)

Lead and managed the Advocacy division of the nation's fifth largest chamber of commerce. Develop and implement all governmental relations for the Chamber's Chairman, President and the over 2,000 community business leaders who are active in the Chamber. Responsible for developing a local, state and federal committee system, defining and developing business issues, engaging Chamber members, elected officials and addressing issues at all levels of government. Responsible for Chamber events with all local, state and federal officials. Successfully coordinated and hosted the 2006 Gubernatorial Candidate Forum, an issues debate during the Chamber's annual Goals Conference. Responsible for writing a local, state and a federal issues package, guiding issues through the Chamber's substantive committee process, the advocacy committee process as well as the executive committees of the Chamber. Responsible for development and enactment of a new year-long series of governmental relations events which includes the development of a detailed departmental budget. Promoted to management team within the Chamber executive staff within seven (7) months. The Chamber management team responsibilities include staff leadership and overall direction of the Chamber.

Office of Mayor Alex Penelas, Miami-Dade County

Office of Intergovernmental Affairs

- **Assistant Director** (December 2003-October 2004)

Assisted in advancement of legislative and budgetary agenda items of the Mayor and County Commission at the State and Federal government level; coordinated goals of various elected State officials, County officials and departments including lobbying, communications, writing on a wide range of issues. Advanced issues such as access to health care, early childhood education, transportation, homeland security and emergency preparedness, funding for state judicial system and regional impact of the Base Realignment and Closure Act. Responsible for the development of an ongoing comprehensive 2004 State Legislative Agenda and the 2004 State Legislative Report.

- **State Government Coordinator** (March 2000–August 2002)

Assisted in managing the state legislative, funding and policy goals for the County with the Miami-Dade County lobbying team and County staff. Advocate on behalf of Miami-Dade County on issues such as access to health care, early childhood education, transportation, homeland security and emergency preparedness, funding for state judicial system and regional impact of the Base Realignment and Closure Act. Responsible for the development of an ongoing comprehensive State Legislative Agenda for the 2001 and 2002 Sessions and the State Legislative Report of the 2000, 2001 and 2002 Sessions.

Roetzel and Andress

- **Legislative Assistant for Governmental Affairs** (February 2003 – December 2003)
Responsible for assisting head lobbyist in the advancement of client issues which included health care, pari-mutuels, transportation, affordable housing, prison manufacturing industry, and state university funding.

Performing Arts Center of Greater Miami

- **Director of Governmental Relations** (October 1999–March 2000)
Developed and advanced legislative policy to further the goals of the Center working with State government, Miami-Dade County and the City of Miami. Established and implemented the policy of the Performing Arts Center Neighborhood Committee, comprised of board members, residents and business owners, for the betterment of the surrounding neighborhood in downtown Miami.

Florida Senate

- **Senior Legislative Assistant, State Senator Ron Silver** (January 1994 – October 1999)
Responsible for legislation, policy and briefings on Florida current affairs. Assisted in the development and promotion of the legislative agenda. Responsible for guiding the Senator's extensive legislative and budget agenda which included issues for Miami-Dade County, and cities within the district, as well as on behalf of organizations in South Florida. Represented the Senator while working with all members of the Senate, House of Representatives, Governors, lobbyists and staff as well as represented the Senator at district functions and meetings throughout the community.
- **Research Assistant, Majority Office** (October 1993 – January 1994)
Researched and monitored legislation and prepared briefings for all Senators.
- **Research Assistant, President Pro-Tempore** (December 1992 – October 1993)
Researched and monitored legislation and prepared briefings for all Senators.
- **Assistant to the Press Secretary, Office of the President** (January 1991–December 1992)
Assisted the Press Secretary in speechwriting, researched and prepared briefings, coordinated media interviews and events.

Florida Democratic Party

- **Assistant to the Press Secretary** (July 1990 – January 1991)
Assisted the Press Secretary with research, speechwriting, campaign literature for local, state and statewide elections. Researched current affairs for a statewide television show involving a political point/counterpoint discussion.

Education

- Florida State University, B.A. in History, April 1991

Personal Interest

- Member, Executive Committee, Miami-Dade County, Homeless Trust Board
- Interests include travel, music, arts and reading history, culture and politics

Provide a comprehensive summary of the experience and qualification of the individual(s) who are proposed to serve as the Project Manager(s) for the City's Contract. These individuals must have a minimum of (5) five years experience in their designated professional specialization.

List the name, title or position, and duties of management or senior position that will be assigned to this Project. For each individual, include a resume or summary of qualifications and experience that demonstrates the person's knowledge and understanding of the type of services to be performed.

Ronald L. Book, Esq. | Proposer | Project Manager | Ronald L. Book, P.A.

Mr. Book is President and Chief Executive Officer of Ronald L. Book, P.A., a law firm that specializes in government affairs. Established in 1987, it is considered one of the premier lobbying firms in the state, with unparalleled experience in the appropriations process. Ron's history in the Florida political process dates back to the 1970's, when he began working for the Florida Legislature. He later served as Special Counsel to Florida Governor Bob Graham and as Director of the Administrative and Governmental Law Department for Miami-based Sparber, Shevin, Shapo, Heilbronner & Book, one of Florida's most influential law firms from 1977 to 1987.

Since opening his own firm in 1987, Ron has developed a client list that is literally a "who's who" of local governments, business and industry, health care and not-for-profit associations. His reputation as a hard worker, dedicated to his client's causes, has earned him a place in the upper echelon of Tallahassee power. Associates, clients and lawmakers describe Ron Book and his firm as committed, tenacious, knowledgeable and credible.

It is difficult to narrow Mr. Book's areas of expertise to simply a few. He has experience with a vast array of local government issues including: appropriations, economic development, environmental remediation, public finance and tax issues, human and social services, transportation, growth management, health care, seaports and aviation, brownfields and many, many more. Simply put, if it is an issue that impacts local governments, Mr. Book has been at the center of the debate, influencing the decisions of policymakers for the past 30 years.

He is responsible for hundreds of millions in appropriations for his various clients, including most recently:

- \$50 million for Jackson Health System (2010 Session)
- Passage of the Miami-Dade County affordable housing surtax
- Passage of the Extremely Low Income housing program and \$30 million in funds
- Negotiated revitalization of Port of Miami Tunnel Project

- Dedicated revenue source amounting to millions for the Miami Project to Cure Paralysis (2010 Session)
- Increased funds for Recording for the Blind & Dyslexic during the 2010 session
- \$8 million for the Miami Beach Community Health Center
- Millions for Diabetes Research
- Tens of millions for Miami-Dade County Public Schools (over the course of the representation)
- Hundreds of millions to Miami-Dade County (over the course of the representation)

Mr. Book is a member in good standing of the Florida Bar. He is a registered lobbyist and a member of the Florida Association of Professional Lobbyists (FAPL).

A resume for Mr. Book is included in this section.

RONALD L. BOOK, ESQ.

EDUCATION:

1977 Tulane University, Juris Doctor
1974 Florida International University, Bachelor of Arts
1971-1973 University of Florida
(Member of Student Senate 1972-1973)
(Member of Fighting Gator Track Team 1971-1973)
1971 North Miami Senior High

EMPLOYMENT:

1987-Present Ronald L. Book, P.A.
Firm specializes in Governmental Affairs and Administrative Law.
1983-1985 Sparber, Shevin, Shapo & Heilbronner and Book, P.A.,
Partner and Director of Administrative and Government Law Department.
1981-1983 Sparber, Shevin, Rosen, Shapo & Heilbronner, P.A.,
Associate.
1978-1981 Governor Bob Graham - Special Assistant, Cabinet and
Legislative Affairs Office, 1978-1979.
Director of Governor's Cabinet and Legislative Affairs Office,
1979-1980.
Five (5) for Florida's Future, 1980.
Special Counsel on Cabinet and Legislative Affairs, 1980-
1981.
1973-1975 Florida House of Representatives

PERSONAL

Married to wife Patricia for 26 years
Three children: Lauren, 26, Samantha 24 and Chase, 19.

ACTIVITIES & MEMBERSHIPS:

Former Member of the University of Florida Fighting Gator Track Team; Board of Florida International University Alumni Association; Founder, President, and Coach of North Miami Track Club; Member of Dade County and Florida Bar Associations; American Bar Association and American Judicature Society; Member of the Florida Bar Administrative Law; Health Law and Judicial Poll Committees; Member of Florida International University Presidential Search Advisory Committee; Member of Special Governor's Committee to Study and Recommend Revisions to the Operation of the Division of Administrative Hearings; Previously served as Pro Bono Counsel to Coconut Grove Playhouse; Co-Chair of Greater Miami Sports Council; Trustee Member of Greater Miami Chamber of Commerce; Local Organizing Committee Sunshine State Games; Vice-Chairman of Finance Committee; Chairman of North Dade Area Council

of the Greater Miami Chamber of Commerce; State Affairs Committee; Legislative Affairs Committee; Special Olympics Gold Sponsor; Board Member Memorial Hospital Foundation; Member of the Steering Committee for the Summit of the Americas; Member of the Board of Directors of the Epilepsy Foundation of South Florida, Inc.; Member of the University Outreach Development Council; Chairman of the Olympic Soccer State Affairs Committee; and Member of the Governmental Relations Committee; Member of the Board of Joe DiMaggio Children's Hospital; Member of the Board of Directors of the Milton Littman Scholarship Foundation; Chairman of the Miami-Dade Homeless Trust, administering a \$41 million budget; Member and Chairman of the Board for the Baudhuin Oral School Board of Governors; Member of the Board of the Inner City Youth Center, Inc.; Member of the Miami-Dade County Article V Implementation Advisory Committee, and Member of the Greater Miami Chamber of Commerce distinguished Board of Governors; Pro Bono Counsel to Florida's Council on Physical Fitness; Special Pro Bono Counsel to Broward Partnership on Homeless; Special Pro Bono Counsel to Epilepsy Foundation of South Florida and the Florida Breast Cancer Coalition; Florida Council Against Sexual Violence; Member of the Orange Bowl Foundation Board of Directors 2005 - 2008; Chair of Children's Home Society of Florida Foundation; Trustee Member of United Way of Miami-Dade; Executive Committee Member, The National Conference for Community and Justice; Trustee Member of United Way of Miami-Dade; Executive Committee Member, The National Conference for Community and Justice; and Trustee Member of United Way of Miami-Dade; Member of Miami-Dade County Mayor's Mental Health Task Force; Chairman of the Mental Health Care Finance and Sustainability Subcommittee; Member of Advisory Board for new *Master's Degree in Education Law* at Shepard Broad Law Center, Nova Southeastern University; member of *Miami-Dade Community Affordable Housing Strategies Alliance Task Force*; Board Member, Overtown Youth Center Board of Directors; Chairman, *Partnership For Recovery/No Blue Roofs*, administering a \$15 million budget. Book is a founding member of Lauren's Kids, Inc., a 501(c)(3) created to help children who have become victims and survivors of sexual assault; Florida Senate's appointment to Board of Directors for the Council on the Social Status of Black Men and Boys; Board member, Domestic Violence Oversight Board.

Mr. Book currently operates his own practice out of Aventura and Tallahassee. Of all his accomplishments, Ron and his wife, Pat, are most proud of their children, Lauren (26), Samantha (24) and Chase (19).

Provide five (5) references of similar engagements, scope of work and complexity that have been completed by your company within the last five (5) years which demonstrate the experience of the company and team that will be assigned to provide the services as required by this Project. Please provide the following information for reference:

- Client name, address, phone number, email
- Description of the scope of work
- Total cost of services

Broward County

Contact: Ms. Gretchen Harkins, Director
Office of Intergovernmental Affairs and Professional Standards
115 S. Andrews Ave Room 406
Ft Lauderdale, FL 33301
954.357.7575
gharkins@broward.org

Scope of Work: Ronald L. Book, P.A. provides state legislative and executive branch lobbying services to Broward County. The scope of services we provide is similar to those requested in RFP No. 2010-2011-014. Broward County has a team of lobbyists, with our firm acting as lead lobbyist for the team. We handle several of the County's critical priorities, including substantive and appropriations issues. We are required to provide weekly reports during the session and monthly reports throughout the year. We coordinate meetings for the County's mayor, commission and staff and testify on their behalf as necessary.

Cost of Services: approximately \$55,000 per year

City of Aventura

Contact: Mr. Eric Soroka, City Manager
19200 West Country Club Drive
Aventura, FL 33180
305.466.8910
SorokaE@cityofaventura.com

Scope of Work: Ronald L. Book, P.A. primarily provides state legislative lobbying services to the City of Aventura, and we also provide executive branch services as necessary. The scope of services we provide is very similar to those requested in RFP No. 2010-2011-014. We handle all substantive and appropriations matters for the City of Aventura, and all the work that entails. We are present in Tallahassee on the city's behalf, coordinating meetings with key stakeholders. We provide reports to the mayor, council and manager as necessary.

Cost of Services: approximately \$50,000 per year

City of Pinellas Park

Contact: Mr. Tim Caddell, Government Relations Administrator
5851 Park Blvd., Suite 203
Pinellas Park, FL 33781
727.541.0721
TCaddell@pinellas-park.com

Scope of Work: Ronald L. Book, P.A. provides state legislative and executive branch lobbying services to the City of Pinellas Park. We have secured millions in funding, year after year, to assist the City with renovations to Park Boulevard, a major thoroughfare. Additionally, we have assisted the City in stopping several local bills that would have adversely impacted their fire rescue operations services. We have also assisted with substantive issues related to their water management district.
Cost of Services: approximately \$60,000 per year

City of Palm Bay

Contact: Mr. Lee Feldman, City Manager
120 Malabar Road
Palm Bay, FL 32907
954.828.5959*
lfeldman@fortlauderdale.gov *

(*Mr. Feldman has most recently become the City Manager at the City of Fort Lauderdale. His contact phone number and email are current to the City of Fort Lauderdale.)

Scope of Work: Ronald L. Book, P.A. provides state legislative and executive branch lobbying services to the City of Palm Bay. The scope of services we provide is very similar to those requested in RFP No. 2010-2011-014. We handle all substantive and appropriations matters for the City of Palm Bay, and all the work that entails. We are present in Tallahassee on the city's behalf, coordinating meetings with key stakeholders. We provide reports to the mayor, council and manager as necessary.
Cost of Services: approximately \$60,000 per year

City of Miami

Contact: Mr. Kirk Menendez, Intergovernmental Affairs
Office of the City Manager, 2nd Floor
City Hall, City of Miami
3500 Pan American Drive
Miami, FL 33133-0708
305.250.5474
krmenendez@miamigov.com

Scope of Work: The City of Miami is a long-time firm client. Over the years, we have secured millions for the Miami River Dredging Project, the preservation of the historic Black Police Precinct, parks improvements, mentoring programs, and juvenile justice and youth programs. We have also assisted the City of Miami with several substantive measures to address their financial crisis several years ago, including the passage of the parking surcharge legislation. The legislation was challenged in the courts, and as a

result, we have amended the statute several times to ensure that it remained effective. The City of Miami continues to derive millions in revenues as a result of the surcharge. Additionally, our firm successfully negotiated the issues related to the deed restrictions as Watson Island. We worked closely with the Division of State Lands, the Department of Community Affairs, the Governor and Cabinet to accomplish this. Ultimately, the Governor and Cabinet approved modifications to the deed restriction.
Cost of Services: approximately \$50,000 per year

Proposer should demonstrate in their Proposal the approach to the Project for the work required, including, but not limited to, staffing and manpower requirements, proposed schedules, performance benchmarks and plans.

This section must describe proposed methods of tracking and analyzing state legislation and assisting the City in the development of an annual state legislative agenda.

This section shall also describe the firm's proposed plan for proactively identifying activities and issues of potential interest to the City and maintain proactive, frequent, and regular communication with City staff and elected officials through a single point of contact.

Further, this section should describe the firm's proposed methods for facilitating effective relationship building between the City and state officials.

APPROACH

Ronald L. Book, P.A. is considered one of the top lobbying firms in the state. We have a long history representing local governments, health care districts, professional associations, not-for-profit associations and various political subdivisions throughout Florida. Our law firm works exclusively in the government affairs arena, specializing in legislative and executive advocacy, strategic planning and general government consulting. We are proud to be involved in the legislative process 365 days-a-year. We enjoy extensive bipartisan relationships with members of both the legislature and executive branch, allowing us to be effective in today's political climate.

Our firm offers a powerful combination of talent and experience with a proven track record before the legislative and executive branches of government. The firm's contact base extends throughout state government and includes legislative leadership, legislative staff, and executive branch officials. We provide hands-on monitoring, intelligence and oversight of government activity coupled with a highly professional, performance oriented approach for meeting client goals and objectives. We work closely with our clients to develop a concise and focused agenda with strategies designed exceed client expectations.

Ronald L. Book, P.A. boasts a virtually flawless record of success attaining clients' goals, which range from legal counseling on corporate and private matters to persuading lawmakers to support meritorious programs and causes. Professional skill is complemented by responsive, personal service as evidenced by the fact that the vast majority of clients have retained the firm's services for many years. Operating full-time offices in Aventura and Tallahassee affords the firm principals consistent proximity to clients and legislators, providing access to, and visibility amongst, key decision-makers. The end result for our clients is maximum accessibility.

The firm's mission is to provide a full range of government relations services to its clients – “anything and everything government.” We utilize our knowledge of the legislative process and our relationships with the “players” in the process to assist clients by representing their interests and advocating their legislative agendas – be it a change in substantive law, a grant opportunity, an executive order or a budget line item.

With vast experience representing local governments, we understand that capable representation is critical to your success in the legislative process. Whether it is an appropriations request, an economic development proposal or a taxation issue, our firm will be at the center of the debate, making a difference for the future of the community.

There is one guarantee in government affairs and politics, and that is change – changes in leadership, changes in priorities and changes to the process are all commonplace in Tallahassee. For more than 20 years, Ronald L. Book, P.A. has remained a constant in Tallahassee politics, and our clients have looked to us for advice and counsel to navigate that sea of change. We are able to provide effective solutions and achievement by offering our clients:

- Strategic planning with a proactive approach.
- Professional and experienced government relations consultants.
- Bipartisan contacts throughout Florida government.
- Dedication and determination to get the job done.

In our proposal, we have outlined our approach to representing the City of Hallandale Beach, which we will implement if selected to represent your interests in Tallahassee. Some of the highlights of our approach include:

- Working closely with the City in the development of the annual legislative agenda;
- Assisting with the drafting and analysis of proposed legislation, and recommending amendments as necessary;
- Providing assistance throughout the budget process, advocating for full-funding of City's requests;
- Facilitating meetings for City leaders with members of the Florida Legislature as well as Executive Branch officials and staff;
- Monitoring committee meetings and testifying as needed;
- Providing written reports and updates on a regular basis during both the legislative session and the interim.

Our firm offers unparalleled knowledge and experience in the political process, gained from direct participation in the process. Each member of our firm has, at one time or another, worked for government. Hence, we bring the kind of perspective that only an "insider" can offer. With just over 75 years of experience in legislative affairs between us, we stand ready to represent the City of Hallandale Beach. We are confident that we can provide meaningful and effective service as we work toward accomplishing your legislative goals. We are fully prepared to:

- Report and meet with the City on an as needed basis during the legislative session, interim committee meetings and special sessions on those issues important to the City and the actions taken on such issues.
- Report and meet with the City on a monthly basis when the Florida Legislature is not in session.
- Prepare a monthly report (weekly during session), in a timely manner, advising the City of the current status of all issues that they are monitoring or tracking that may affect the City, the actions taken on such issues, and recommendations for future actions on such issues.
- Raise, discuss and recommend any affirmative legislative action that may benefit the City.
- Be available on a twenty-four hour basis during the session: assisting in writing, interpreting and monitoring legislation and regulations; drafting legislation, amendments, proviso language, position papers and testimony; and providing monthly written progress reports detailing services that have been rendered.
- Provide a full range of lobbying, legislative counsel and advocacy services including meeting with members of the Legislature, testifying at committee meetings on the City's behalf, assigning a designated person to closely monitor and review all substantive floor amendments and bills and preparing reports advising the City of the current status of legislation during the legislative session.
- Integrate our efforts with the City Manager to ensure a strong consistent legislative program.
- Obtain documentation and research material upon request.
- Arrange for meetings with members of the Broward County Legislative Delegation, and other members of the state legislature, including those in leadership positions and on key committees, senior staff of the state legislature and key officials in the Governor's office and critical state agencies.
- Provide a comprehensive end of session report detailing the resolution of all issues worked on, detailing all actions taken on such issues.

METHODOLOGY

Ronald L. Book, P.A. understands the importance of communicating closely with our clients in the development of an annual legislative program. The firm has the practical experience necessary to develop strategy, enabling us to advise our clients as to what will and will not work in the process. We monitor proposed legislation, the rule-making process and the budget process on a continuous day-to-day basis in identifying issues that may affect our client's interests. We work closely with our clients in reviewing various laws and rules so that we may analyze their impact, and would do so for the City of Hallandale Beach. During the legislative session we attend all pertinent committee meetings and we are prepared to testify on your behalf if necessary.

Our approach to representing the City of Hallandale Beach begins by working closely with the Manager to identify the County's legislative priorities. We take a proactive approach with our governmental clients, to define and refine goals, whether they involve substantive changes in a statute, a grant proposal or an appropriation. We often find it useful to hold workshops with both staff and elected officials to set our agenda. We work in the legislative process 7-days a week, 365-days a year. It is because of this unyielding dedication that we are knowledgeable as to what issues the Executive and Legislative branches will treat as priorities, allowing us to provide practical advice and implement winning strategies. We will work to understand the City's issues so that we may best execute strategy and recommend changes to the agenda as necessary to accomplish our objectives and obtain successful results.

We propose the following methodology:

- Assist the City in preparing its annual legislative agenda including substantive changes to law, grant requests and appropriations requests. Provide information as to the legislative priorities of the Governor and Legislature in order to define and refine our goals.
- Monitor proposed legislation and distribute it to City Manager as necessary.
- Work closely with City Manager to review legislation of interest; drafting amendments as necessary. Additionally, we will assist in drafting substantive legislation as needed and assist in moving that legislation through the process by finding sponsors and co-sponsors in both houses, scheduling committee hearings, testifying before committees as necessary and informing legislators as to the issues and their importance to the City.
- Assist the City in determining funding options through the state budget process for each issue and track these items through the budget process, advocating for full funding at the committee level and throughout the budget conference. Write proviso language as necessary to implement budget projects.
- Facilitate meetings and discussion with the Broward County Legislative Delegation, House and Senate Presiding Officers, House and Senate Members, Legislative Staff, the Governor and Cabinet, Executive Staff and State Agencies as necessary.

- Represent the City at legislative committee meetings and agency meetings, and arrange for City officials and/or staff to be present and testify as necessary.
- Work closely with the Broward County Legislative Delegation, neighboring cities and counties in the South Florida Regional Delegation and the Florida League of Cities to educate, inform and influence them as to issues of importance to the City of Hallandale Beach.
- Assist the City throughout the legislative budget process by attending and monitoring the activities of the Revenue Estimating Conference and the legislative appropriations committees and subcommittees.
- Proactively search for funding opportunities for the City on issues that may not be included in the legislative package; advise and assist in the preparation of any documents necessary to qualify for such funding.
- Prepare and forward weekly progress reports to advise the City as to the status of proposed legislation, budget requests and any other issues of concern.
- When necessary, work to defeat any legislation that may be adverse to the City's agenda or interests.
- Work to secure Executive approval of the City's legislation and budget requests.
- Assist the City throughout the legislative implementation process by monitoring agency rule-making activities and contracting.

EFFECTIVE RELATIONSHIP BUILDING

As exhibited through our reputation, Ronald L. Book, P.A., has long-term, established relationships with the leadership in the Florida House and Senate, legislative staff, the Executive Branch, executive staff and state agencies. We work in the legislative process on a daily basis and we know the players. Therefore, we utilize our long term working relationships on behalf of our clients. We pride ourselves on our ability to make connections and create positive working partnerships between the clients we represent before the State.

Each member of the Ronald L. Book, P.A. team has, at one time in their career, been employed by one or more of the three branches of government; hence each person has direct knowledge and practical experience as to how government works. Each has maintained close relationships with former colleagues who still work as public servants.

Additionally, our firm understands that the best way to keep and maintain working relationships with Legislators and staff is to be honest, forthright and ethical in any and all activities. We are well respected throughout the Capitol for our business practices. We believe that relationships are easily enhanced when built on a foundation of honesty, understanding and mutual respect. We carry that philosophy into the Capitol every day, and it contributes to our success in the process on behalf of our clients.

Simply put, each member of our team has good relationships with the Florida Governor and Cabinet, state agencies, House and Senate Members, both Democrat and Republican, and we count the new and future leaders in both chambers of the Legislature as close friends.

TAB II FINANCIAL RESOURCES

Provide evidence of your company's financial stability and sufficient financial resources to complete a Project of this scope.

Please see letter of financial status for Ronald L. Book, P.A. within this section.

Please advise if there are any anticipated changes of ownership or control of your company.

Ronald L. Book of Ronald L. Book, P.A. anticipates no change of ownership or of control of Ronald L. Book, P.A.

BB&T

September 22, 2011

Aventura Branch
19235 Biscayne Blvd
Aventura, FL 33180
(305) 931-1187

City of Hallandale Beach
Hallandale Beach FL

Re: Ronald Book P.A.

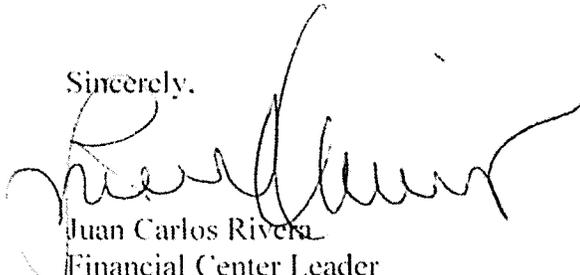
To Whom It May Concern:

At the request and on behalf of our client, above referenced, we informed the following:

Ronald Book PA has been banking with our financial institution since 1987. Our records indicate, the account has maintained an average balance in the medium seven figures. Mr. Books accounts have been handled satisfactorily.

If you have any questions, please call me at 305-931-1187

Sincerely,



Juan Carlos Rivera
Financial Center Leader
BB&T—Aventura

TAB 12 COST PROPOSAL

Please provide cost for all services and expenses necessary for the Project in the Cost Proposal Form sheet. For submission of costs for this Project see page 24.

Please see attached Cost Proposal Form.

COST PROPOSAL FORM

Print name of Proposer (company name)

Ronald L. Book, P.A.

To provide Lobbying Services in accordance with the Contract Documents for:

RFP # FY 2010-2011-014 STATE LOBBYIST SERVICES

The undersigned, as Proposer, hereby declares that the only person or persons interested in the proposal, as principal or principals, is or are named herein and that no other person than herein mentioned has any interests in the Proposal of the contract to which the Work pertains; that this Proposal is made without connection or arrangement with any other person, company, or parties making Bids or Proposals and that the Proposal is in all respects fair and made in good faith without collusion or fraud.

The Proposer further declares that he has examined the requirements and scope of work; that he has made sufficient investigations to fully satisfy himself that such sites are suitable for this Work; and he assumes full responsibility therefore; that he has examined the technical specifications and plans for the Work and from his own experience or from professional advice that the technical specifications are sufficient for the Work to be done and he has examined the other Contract Documents relating thereto, including the Instructions to Proposers, Contract, Proposal, Detailed Scope of Work/Specifications, Qualification Statement, Public Entity Crime Form and Insurance requirements and he has read all addenda prior to the opening of Proposals, and that he has satisfied himself fully, relative to all matters and conditions with respect to the Work to which this proposal pertains.

The Proposer proposes and agrees, if this Proposal is accepted, to timely execute a contract with the City in the form attached and to furnish all necessary materials, all equipment, all necessary, tools, apparatus, means of transportation, and employees necessary to complete the Work specified in the Proposal and Contract, and called for by the specifications and in the manner specified and to timely submit all required bonds and insurance certificates.

NOTE: ANY SCHEDULE OF PROPOSAL ITEMS IS MERELY ILLUSTRATIVE OF THE MINIMUM AMOUNT/QUANTITY OF WORK TO BE PERFORMED UNDER THE CONTRACT. IN THE CASE OF ANY CONFLICT BETWEEN THIS SCHEDULE OF PROPOSAL ITEMS AND THE CONTRACT DOCUMENTS, THE CONTRACT DOCUMENTS WILL PREVAIL.

The Proposer further proposes and agrees to comply in all respects with the time limits for commencement and completion of the Work as stated in the contract form.

The Proposer agrees to execute a contract and furnish the executed contract, all required bonds, insurance certificates, and other required information to City within five (5) calendar days after date of award of contract. Failure on the part of the Proposer to timely comply with this provision shall give City all rights and remedies set forth in the Instructions to Proposers.

It is understood that the unit prices quoted or established for a particular item are to be used for computing the amount to be paid to the Consultant, based on the Work actually performed as determined by the contract and the City. However, in utilizing the schedule, the Proposer agrees that in no event shall compensation paid to the Proposer under the contract exceed the dollar amount of the Proposer's proposal amount, as set forth in the attached proposal form.

In no event shall the City be obligated to pay for work not performed or materials not furnished.

Proposer's Occupational License No. 170839-6, 170840-4 (see attached)

WITNESS

[Signature]

By: [Signature]
Authorized Signature

[Signature]

(SEAL)

[Signature]

STATE OF FLORIDA COUNTY OF Miami-Dade

Sworn to and subscribed before me this 9/22 day of 2011,

JANET P. MAGIN

Personally Known Produced Identification



MIAMI-DADE COUNTY
TAX COLLECTOR
140 W. FLAGLER ST.
1st FLOOR
MIAMI, FL 33130

2010 LOCAL BUSINESS TAX RECEIPT 2011
MIAMI-DADE COUNTY - STATE OF FLORIDA
EXPIRES SEPT. 30, 2011
MUST BE DISPLAYED AT PLACE OF BUSINESS
PURSUANT TO COUNTY CODE CHAPTER 8A - ART. 9 & 10

FIRST-CLASS
U.S. POSTAGE
PAID
MIAMI, FL
PERMIT NO. 231

THIS IS NOT A BILL - DO NOT PAY

197560-7
BUSINESS NAME / LOCATION
BOOK RONALD L
18851 NE 29 AVE
33180 CITY OF AVENTURA

RENEWAL
RECEIPT NO. 170839-6

1010

OWNER
BOOK RONALD L
Sec. Type of Business
212 ATTORNEY

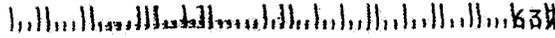
THIS IS ONLY A LOCAL
BUSINESS TAX RECEIPT. IT
DOES NOT PERMIT THE
HOLDER TO VIOLATE ANY
EXISTING REGULATORY OR
ZONING LAWS OF THE
COUNTY OR CITIES. NOR
DOES IT EXEMPT THE
HOLDER FROM ANY OTHER
PERMIT OR LICENSE
REQUIRED BY LAW. THIS IS
NOT A CERTIFICATION OF
THE HOLDER'S QUALIFICA-
TIONS.

DO NOT FORWARD

BOOK RONALD L
RONALD L BOOK PA
18851 NE 29 AVE 1010
AVENTURA FL 33180

PAYMENT RECEIVED
MIAMI-DADE COUNTY TAX
COLLECTOR:

07/06/2010
6000000093
000070.00



SEE OTHER SIDE

MIAMI-DADE COUNTY
TAX COLLECTOR
140 W. FLAGLER ST.
1st FLOOR
MIAMI, FL 33130

2010 LOCAL BUSINESS TAX RECEIPT 2011
MIAMI-DADE COUNTY - STATE OF FLORIDA
EXPIRES SEPT. 30, 2011
MUST BE DISPLAYED AT PLACE OF BUSINESS
PURSUANT TO COUNTY CODE CHAPTER 8A - ART. 9 & 10

FIRST-CLASS
U.S. POSTAGE
PAID
MIAMI, FL
PERMIT NO. 231

THIS IS NOT A BILL - DO NOT PAY

197559-9
BUSINESS NAME / LOCATION
BOOK RONALD L PA
18851 NE 29 AVE
33180 CITY OF AVENTURA

RENEWAL
RECEIPT NO. 170840-4

1010

OWNER
BOOK RONALD L PA
Sec. Type of Business
212 P A /CORP/PARTNERSHIP/FIRM

EMPLOYEE/S
1

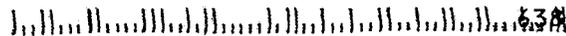
THIS IS ONLY A LOCAL
BUSINESS TAX RECEIPT. IT
DOES NOT PERMIT THE
HOLDER TO VIOLATE ANY
EXISTING REGULATORY OR
ZONING LAWS OF THE
COUNTY OR CITIES. NOR
DOES IT EXEMPT THE
HOLDER FROM ANY OTHER
PERMIT OR LICENSE
REQUIRED BY LAW. THIS IS
NOT A CERTIFICATION OF
THE HOLDER'S QUALIFICA-
TIONS.

DO NOT FORWARD

BOOK RONALD L PA
RONALD L BOOK PRES
18851 NE 29 AVE 1010
AVENTURA FL 33180

PAYMENT RECEIVED
MIAMI-DADE COUNTY TAX
COLLECTOR:

07/06/2010
6000000173
000045.00



SEE OTHER SIDE

THIS PROPOSAL SUBMITTED BY:

COMPANY: Ronald L. Book, P.A.
ADDRESS: 18851 NE 29 Ave., Ste. 1010
CITY & STATE: Aventura, FL 33180
ZIP CODE: 33180
TELEPHONE: 305.935.1866
DATE OF RFP: September 30, 2011
FACSIMILE NUMBER: 305.935.9737
E-MAIL ADDRESS: Ron@rlbookpa.com
FEDERAL ID NUMBER: 59-2769674
NAME & TITLE PRINTED: Ronald L. Book, President and CEO
SIGNED BY:

WE (I) the above signed hereby agree to furnish the item(s), service(s) and have read all attachments including specifications, terms and conditions and fully understand what is required.

The Request for Proposals, Specifications, Proposal Forms, and/or any other pertinent document form a part of this proposal and by reference made a part hereof. Signature indicates acceptance of all terms and conditions of the RFP.