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Pennsylvania Counseling Association (PCA)

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2016-02-27 PCA Malady & Wooten, January 29, 2016

Pennsylvania Counseling Association

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January 29, 2016

Charles Jacob, Ph.D.
Assistant Professor
Department of Psychology
Counseling and Family Therapy Master's Programs
La Salle University
224 Wister Hall
1900 West Olney Ave.
Philadelphia, PA 19141

Dear Dr. Jacob:

Thank you for taking the time to discuss the Pennsylvania Counseling Association's government relations needs in Pennsylvania with Janelle Lynch. Please consider this correspondence a proposal from Malady & Wooten, Inc. to serve as a legislative consultant to your organization.

Malady & Wooten is one of the largest and most respected government relations firms in the Commonwealth. Our firm represents a diverse group of clients ranging from the largest Fortune 500 corporations to small non-profit organizations and trade associations. *(Please see Appendix B for a complete client list.)*

Malady & Wooten specializes in providing its clients with access to government decision makers. Equally important, we understand how they make those decisions and we are uniquely positioned to assist in leveraging solutions to best serve the interests of our clients.

Today, more than ever, operating within the very complex and vast world of government commands a specialized skill set with proven strategies that are deployed through relationships with government leaders. Our team of experienced strategists is well known for its bold, innovative and non-partisan approach to achieving our clients' goals. Malady & Wooten recognizes that every organization has its own unique set of challenges. And while our primary responsibility is to navigate the intricacies of government on behalf of our clients, we hold ourselves as partners in the pursuit and fulfillment of their goals.

Malady & Wooten uses a team approach to working with clients, with one person leading the team, and others dedicated to supporting the client. Janelle Lynch will serve as the lead contact assigned to PCA. Ms. Lynch has over a decade of experience in the health care public policy arena in her role as Executive Director of

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the House Health Committee and overseeing the budgets of the Department of Health and Public Welfare when she served on the staff of the House Appropriations Committee. During her tenure with the House Ms. Lynch has worked extensively with the PA Department of Health and the PA Department of Human Services.

I will serve in a supporting role and will assist Ms. Lynch as necessary. We will work with PCA to set and execute the agenda for your organization. However, we will use the bipartisan contacts and relationships of all members of the firm to aid PCA and help you to accomplish your goals. *(Please see Appendix A for staff biographies.)*

In Malady & Wooten's capacity as consultant our responsibilities would include the following:

- Initially, we would like to develop a strategy for PCA to encompass specific legislative and regulatory priorities.
- We will work to raise PCA's profile within the Commonwealth and to educate members of the General Assembly, Senior Legislative Staff, and the Wolf Administration as it relates the work of members of PCA.
- Utilize Malady & Wooten's bi-partisan relationships with Legislative Leaders, members of the General Assembly and the Wolf Administration in order to develop advocates that will help to advance PCA's priorities.
- We will work with the appropriate State agencies to ensure counseling related policies are favorable to professional counselors in the Commonwealth.
- We will monitor and report on all legislation and regulatory activity that could impact the members of PCA.
- We will advocate on behalf of the members of PCA to ensure their position is accounted for on all legislative and regulatory actions.
- We will assist PCA with developing core messaging and outreach to Pennsylvania regulators and policy makers, including the organization of a PCA Capitol Hill Day.
- We will assist with securing nominations of PCA members to fill vacancies on the State Board of Social Workers, Marriage & Family Therapists and Professional Counselors.
- Provide ongoing strategic advice to PCA throughout the development and execution of your short and long term goals.

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- Participate in regular meetings or conference calls to update PCA on issues in Harrisburg and to provide ongoing input into PCA's government affairs planning.

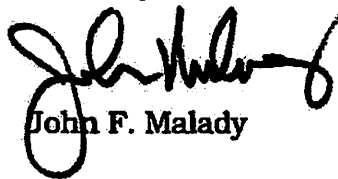
Obviously, Malady & Wooten would be available to assist in any other tasks which may arise during the course of our engagement.

Malady & Wooten works on a monthly retainer basis. We traditionally engage in a yearly contract with a clause permitting either party to withdraw upon thirty days written notice to the other party. We would propose a monthly retainer of \$5,000 and reimbursement for out-of-pocket expenses.

Pennsylvania law requires Malady & Wooten to charge a six-percent (6%) sales tax on all lobbying activities. With this in mind, if you are tax exempt and not required to pay sales tax, please provide us with your exempt status notification. We will therefore refrain from billing you the required state sales tax.

Again, thank you for considering our firm. We are very excited about the opportunity to work with the Pennsylvania Counseling Association. Please feel free to contact me directly if you have any questions or need any additional information.

Sincerely,



John F. Malady

JFM/mal
Attachments
Cc: Janelle M. Lynch

APPENDIX A

MALADY & WOOTEN STAFFING STRUCTURE

Malady & Wooten uses a team approach to working with clients, with one or two people leading the team, and others dedicated to supporting the client. Janelle M. Lynch and John Malady will serve as the lead contacts assigned to United Water.

Our professionals are routinely recognized as being among the most respected lobbyists in Pennsylvania. Our experience, expertise, diversity and breadth of contacts have been recognized by the mainstream media as well as in Capitol commentaries such as The Insider and PoliticsPA.com.

On the Democratic side of the aisle, managing partner **John Malady** has represented an array of clients on issues as diverse as health care, social services, economic development, the environment, retailing, licensing, entertainment and transportation during his lobbying career. Large corporations and small business alike have put their faith in John over the years, and his approach to government relations has adjusted with the times. John's extensive clientele have enjoyed both his established and tried precedents, as well as his understanding of contemporary and evolving policy.

PJ Lavelle manages Malady & Wooten's Pittsburgh Office. Prior to joining the firm, PJ served as a senior policy advisor to Pennsylvania House Democratic Leadership. Preceding his years of service to the House, Mr. Lavelle was an aide to former Pittsburgh City Councilman, now Mayor William Peduto. Mr. Lavelle has strong record of experience inside state and local government from Pittsburgh City Hall, to the offices of legislative leadership inside the State Capitol.

Tony Payton, Jr. served in the Pennsylvania State House of Representatives for six years, where he represented a district within the City of Philadelphia. Mr. Payton worked on a wide range of issues during his tenure in the House including education, healthcare and transportation. Mr. Payton has strong relationships with legislators from both political parties, and a keen understanding of the legislative process.

Andy Surra formerly served as Floor Director to House Democratic Whip Mike Hanna where he was named "Smartest Staffer" by PoliticsPA.com. Andy's time in state government began more than a decade ago as the Governor's Legislative Liaison to the Pennsylvania Department of Education. He then joined the House Democratic Caucus where he monitored action on the House Floor, established a Critical Votes Tracking System, and served as Mace Bearer to the Speaker of the House.

On the Republican side, **Dennis Giorno** has nearly 20 years of government relations experience in various capacities. His diverse experience has resulted in key legislative victories for clients in many sectors including energy, healthcare, professional licensure and education. Recent legislative achievements include stopping several drastic proposed funding cuts to public charter schools, significantly expanding the scope of practice for pharmacists in Pennsylvania, and executing a rare gubernatorial veto override.

Jodie Stuck began her career in Pennsylvania government nearly twenty years ago. Prior to joining the firm Ms. Stuck served as a Senior Staff Consultant for Verizon Pennsylvania. Before her work with Verizon, Jodie served the Pennsylvania House Republican Caucus for over nine years in various capacities including Executive Director of the House Consumer Affairs Committee and Executive Director to the House Majority Caucus Secretary.

Janelle Lynch began her career in Pennsylvania government nearly a decade ago. Prior to joining the firm, Ms. Lynch served the Pennsylvania House Republican Caucus in various capacities. Ms. Lynch played an integral role in the passage of several healthcare related pieces of legislation, including hospital licensure, women's health and safety measures and telemedicine. At the end of 2012 she joined the House Appropriations Committee staff where she negotiated budget related issues within the Public Welfare Code and was responsible for the budgets of several departments including the Departments of Aging, Health, and Public Welfare.

Prior to joining the Malady & Wooten team, **Drew Lyons** worked for the Pennsylvania House Republican Caucus. While with the House, Drew served as both a district and legislative aide to Representatives Sheryl Delozier and Glen Grell. As a member of the House staff, Mr. Lyons specialized in local government and transportation issues.

\$5,000/month \Rightarrow Deluxe \Rightarrow
\$1,000/month \Rightarrow Monitoring \Rightarrow Math/Math - Nomine
\$2,000/month \Rightarrow Her 30 days...

APPENDIX B

MALADY & WOOTEN CLIENT LISTING

Alcatel-Lucent USA, Inc.
AIG
American International Groups, Inc.
Associated Services for the Blind & Visually Impaired
Area Transportation Authority
Carlow University
CGI Technologies and Solutions, Inc.
Charter Schools USA
Comcast Cable
Duquesne Light Company
Eisai, Inc.
EnerNOC, Inc.
Exxon Mobil Corporation
Glen Mills Schools
Housing Development Corporation of Northeast Pennsylvania
Isle of Capri Casinos, PA
Lake Erie College of Osteopathic Medicine
Lake Erie College of Osteopathic Medicine School of Pharmacy
Lincoln Learning Solutions
Millcreek Health Systems
Millcreek Hospital
MLH Explorations, LLC
NHS Pennsylvania
NHS Youth Services, Inc.
Noble Energy, Inc.
Northeastern Resources Development Corporation
Nueva Esperanza, Inc.
OneCallCare Management
Overbrook School for the Blind
Pennsylvania Association of Chain Drug Stores
Pennsylvania Association of Criminal Defense Lawyers

Pennsylvania Association of Marriage and Family Therapists
Pennsylvania Burglar and Fire Alarm Association
Pennsylvania Chartered Schools for Deaf & Blind Children
Pennsylvania Child Care Association
Pennsylvania Coalition of Public Charter Schools
Pennsylvania Competes
Pennsylvania Golf Course Owners Association
Pennsylvania Occupational Therapy Association
Pennsylvania Society of Public Accountants
Pennsylvania Taxi & Paratransit Association
Pennsylvania Weatherization Task Force
Philadelphia Regional Port Authority
Philadelphia Sheriffs Association
Pittsburgh Symphony Orchestra
PNC National Association
Public Financial Management
Quest Diagnostics Incorporated
Southeastern Pennsylvania Transportation Authority (SEPTA)
Suez Environment
T-MOBILE USA, Inc.
The BIG Sandbox
The Pennsylvania School for the Deaf
The Western Pennsylvania School for Blind Children
The Western Pennsylvania School for the Deaf
University of Pennsylvania, School of Veterinary Medicine
U.S. Justice Action Network
Valley Forge Casino Resort
Variable Annuity Life Insurance Company (VALIC)
WesPac Midstream, LLC
XEROX
XTO Energy
Youth Advocate Programs, Inc.