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### 2018-06-02 PCA Memo on PCA Lobby Day, May 23, 2018

Pennsylvania Counseling Association

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# Memo

TO: Nellie Scanlon and Travis Schermer

FROM: Janelle Lynch, Malady & Wooten  
John Malady, Principal, Malady & Wooten

DATE: May 23, 2018

RE: PCA Lobby Day

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As per our discussion, the following is a proposal regarding future lobby days for the Pennsylvania Counseling Association.

Over the past two years, both PCA and I have been working to increase the presence of PCA in Harrisburg. Our relationship began for the purposes of monitoring legislative, regulatory and Board activity; however, due to specific legislative action, we have been successful in increasing this profile in a shorter period and thus the services that Malady & Wooten provides. To keep our progress moving forward, as well as to provide opportunities for members of PCA to gain exposure to the legislative process, my firm provided services that extended above and beyond what our current contract covers. Therefore, should PCA want to pursue future events, we will need to amend our current contract.

The organization of an event, such as lobby day, requires significant hours and additional personnel of Malady & Wooten, to ensure the day runs as smoothly as possible and achieves the goals set forth prior to the event. The main area of time consumption comes from the scheduling of meetings with members of the General Assembly. This is an extremely complex process because it requires us to match legislative members with those PCA members who either live in their district or attend school there. It is always best to have legislative members meet with their constituents. However, due to circumstances beyond our control, we must also be flexible as the schedules of legislative members change with little to no notice. In addition, we attempt to ensure that PCA members have all that they need prepared in advance, and packets ready for distribution at the start of the day, i.e. copies of agenda, bios, maps, etc. I will add that there are a few other things that we can do to enhance the experiences of those PCA members that participate in a lobby day, i.e. PCA table in rotunda, press conference, etc.

That said, we would propose an additional fee of \$4,000 for any subsequent lobby days that Malady & Wooten would organize on behalf of PCA. This fee would be in addition to the monthly retainer for the month in which the event occurs. We would provide some flexibility for PCA in that this fee could be added to the invoice for that month, or PCA could spread it across a four-month period to pay in full.

I appreciate your time and consideration. Should you have any questions or like to discuss further, please to not hesitate to contact me.