



GOVERNMENT RELATIONS SPECIALIST

TESTIMONIALS

- When Texas Governor Rick Perry signed the most important insurance reform legislation of his first term, he turned to RLG Associates to handle the public relations.

“RLG Associates, thank you so much for managing the press conference for the signing of the landmark homeowners’ insurance reform legislation. Your professionalism and attention to detail is greatly appreciated. I look forward to working with you in the future. Again, thank you.” - Rick Perry, Governor of Texas

- The citizens of Galveston, Texas were about to vote on the future site and the funding for the city’s Island Convention Center. Mr. Tillman Fertitta, CEO of Landry’s Inc., wanted it to be built on the beach front next to his resort. Mr. Fertitta hired RLG Associates to assist with his Government and Public Relations campaign.

“We were able to secure the site of the Island Convention Center with the assistance of RLG Associates. They created the perfect strategies for press coverage and major political endorsements that had a huge impact on winning the site selection municipal election. Rudolph Garza will always be able to use us as a reference.” - Tillman Fertitta, CEO Landry’s Inc.



TESTIMONIALS

- The Southwest Brick Council (SWBC) was the trade association representing the masonry industry of Texas and needed to find a way to stop the bleeding as they continued to lose wall share on new construction. Dennis Knautz, Chairman of SWBC, hired Rudolph Garza to find a solution.

The Masonry Industry in Texas was facing serious challenges as it continued to lose wall share to other products. As an Industry, we needed a solution that would ensure that we could continue to maintain, and even recapture, wall share on new construction in Texas. RLG Associates developed, implemented and managed a government relations plan that exceeded our industry expectations. The Masonry Planning Policy program that was established across Texas will result in tens of billions of dollars of business for our Association members well into the future”. - Dennis Kanutz, CEO Acme Brick

- Impacting local legislation in Texas’ municipalities is no easy task. It requires skills and an understanding of both local politics and the legislative process. No one knows that process better than RLG Associates.

“As the Mayor of the fastest growing city in America, I met many people claiming to be experts in municipal government. Rudolph Garza is an expert of municipal politics and the municipal legislative process. He has worked with over 300 cities across the State of Texas and successfully passed over 650 local pieces of municipal legislation.” - Maher Maso, Mayor of Frisco , Texas



WE BELIEVE THAT THE MOST IMPACTFUL LEGISLATION COMES AT THE LOCAL AND STATE LEVELS

□ At the State Level

- Every two years the Texas Legislature convenes to discuss and propose legislation that could have a dramatic impact on various trades and industries in Texas. Our Experience has been as follows:
 - Tiny Associations (less than \$150k/yr budgets) don't have time or money to do anything
 - Small Associations (\$150-\$500k/yr budgets) typically have some ad hoc legislative committee and depend on the Executive Director to monitor state legislation, in addition to the 100 other things they do on a daily basis
 - Medium Size Associations (\$500k-\$1 million/yr) typically have an active legislative committee and depend on a contract lobbyist and larger Associations to monitor and keep them informed of any legislation that could negatively impact their industry
 - Large Associations (\$1 million+ annual budget) typically have a very active legislative committee and employ a full time staff member(s) (Government Relations/Legislative/Public Policy Director/etc.) to monitor legislation that could negatively impact their industry, and manage an effective PAC

WE BELIEVE THAT THE MOST IMPACTFUL LEGISLATION COMES AT THE LOCAL AND STATE LEVELS

□ At the Local/Municipal Level

- Only local associations monitor local legislation.....such as Homebuilder Associations
- Reality is that all politics are local
- Local legislation impacts ALL Association members more than they can even imagine
- Most Associations don't even know how to deal with local legislation
- Most Associations don't realize how to impact local legislation
- Most Associations don't know how to be engaged at the local levels
- Most Associations don't try to proactively impact local legislation that would benefit their members

HOW WE HELP ASSOCIATIONS

- We want to help you protect, grow, and expand your members' businesses and bottom lines with a highly effective Government Relations Plan
 - We can develop a government relations plan that includes proactive, as well as protective, elements
 - We can assist you with identifying and prioritizing key issues and areas important to you
 - We can assist in identifying key target geographic market areas
 - We can develop all necessary tools needed to execute the plan
 - We can train your staff to execute the plan
 - We can execute the plan for you if you desire
 - We can assist in the formation of a PAC
 - We can even manage your PAC if you desire

THE PROCESS

- ❑ We will need to meet individually with key members of your organization because everyone has a different opinion and definition of effective Government Relations
- ❑ This will also shorten the follow step because we will be coming in with some notes
- ❑ Key members include
 - Executive Director
 - Chairman
 - Government Relations Staff
 - Legislative Committee members
 - Contract Lobbyist

THE PROCESS

- We will facilitate a short 3-4 hour strategic planning retreat with all the key members
 - Identify where government relations lies in the importance of services offered.....is it a priority or afterthought.....and why
 - Identify the top five issues facing your membership that impact their bottom line
 - Identify which issues can be impacted through legislation at any level
 - Prioritize the issues that can impacted
 - Identify the most important geographic regions
 - Prioritize geographic regions

THE GOVERNMENT RELATIONS PLAN

❑ Create a strategy to impact those issues (Hypothetical Example: Texas Fence and Gate Association)

- Issues
 - Not every house in Texas is required to have a fence
 - Anyone can call themselves a fence builder and build a fence in Texas because there is no regulation
 - Some fences are built with very low quality materials
- Goals ensure that every home has a fence
 - Ensure that every home has fence
 - Ensure that only high quality materials are used to build fences
 - Ensure that all fences are built by qualified and certified fence builders

THE GOVERNMENT RELATIONS PLAN

- Objectives
 - Year I- Budget \$50,000
 - Introduce and make the Government Relations Plan a priority to the Board
 - Hire a reputable marketing/advertising firm
 - Create a clear message concerning issues that will resonate with elected officials
 - Produce high quality marketing materials to promote three key issues
 - Create a website about our issues
 - Identify Key Market Areas for the program

THE GOVERNMENT RELATIONS PLAN

- Year 2 – Budget \$50,000
 - Start a municipal lobbying program for the cities in the Houston and DFW MSAs
 - Hire a municipal lobbying firm to promote the issues
 - Sponsor events where elected officials from the two target areas attend
 - Join associations that decision makers join
 - Advertise in magazines and on websites frequented by decision makers
 - Create a methodology to measure ROI
 - Start a PAC
 - Have 1st PAC Fund Raiser

OUR FEES

- RLG Associates works on a sliding scale based upon an associations annual budget
- RLG Associates offers a menu of services at various price points
- RLG Associates tries to diligently keep expenses low
- RLG Associates will accept half and quarterly payments
- RLG Associates Accepts Credit Cards