



123 S. ADAMS STREET • TALLAHASSEE, FL 32301 • (P) 850.671.4401 • (F) 850.671.4402 • SOSTRATEGY.COM

August 27, 2015

Kay Burniston
Daytona State College Foundation Inc.
1200 West International Speedway Blvd
Daytona Beach 32114
Re: Retainer Agreement with Southern Strategy Group

Dear Ms. Burniston:

Thank you very much for your continued interest in Southern Strategy Group. We appreciate the opportunity to provide lobbying services to Daytona State College Foundation Inc. in Tallahassee. Southern Strategy Group is committed to providing the highest level of service in furtherance of your goals. This agreement will describe the terms under which that representation will occur.

You have asked that we represent Daytona State College before the executive and legislative branches of Florida Government on financial and policy matters of concern to Daytona State College. In addition, as part of our scope of service, Southern Strategy Group will provide ancillary services such as electronically forwarding to you on a daily basis relevant newspaper articles, analyses, and important governmental announcements.

The entire team of Southern Strategy Group's lobbyists in Tallahassee will be available to advance Daytona State College's interests. You may wish to review in detail the qualifications of the team at www.sostrategy.com. However, in order to ensure that your needs are efficiently and fully addressed, I will be the primary contact for this representation. If I should ever be unavailable, I would encourage you to contact Dave Shepp and/or David Browning. Our contact information is reflected on the attached sheet.

In exchange for these services, Daytona State College Foundation Inc. has agreed to pay Southern Strategy Group, \$5,000 per month beginning September 1, 2015. Southern Strategy Group will send an invoice on the first of each month for the current month's services and payment is due by the end of each month. All payments should be remitted to P.O. Box 10570, Tallahassee, FL 32302. This agreement will continue month to month and may be terminated by either party upon receipt of 30 days written notice. Costs directly attributable to the performance of this work will be billed in addition to the monthly retainer, and these costs may include travel and other expenses incurred on Daytona State College Foundation Inc.'s behalf. No monthly costs that in the aggregate exceed \$500 will be incurred without your prior approval. Also, by signing below, you agree that you will complete any forms necessary to comply with lobbyist registration requirements under Florida law that may arise as a result of our

**EVERY
INDUSTRY**

**EVERY
INTEREST**

**POWERFUL
ADVOCACY
BEGINS HERE**

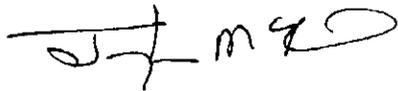
representation of Daytona State College Foundation Inc. during the term of this contract or after its termination should reporting periods overlap.

Please be aware that Florida has a lobbying fee disclosure law that requires quarterly disclosure of fees. Please review the attached fee disclosure form to fully understand this regulatory requirement and ensure that you agree with the information we will be submitting to comply with it.

It should also be noted that Southern Strategy Group has affiliated offices in other states and within the state of Florida. Southern Strategy Group has a policy of declining representation of clients when that representation would immediately create a direct conflict with other clients in which Southern Strategy Group represents. You have retained Southern Strategy Group for representation in Tallahassee, and we know of no conflicts with our current clients. In order to ensure the candor and trust in our relationship that forms the basis of effective representation, it is the policy of Southern Strategy Group to keep confidential within each office all information about your business interests and strategies.

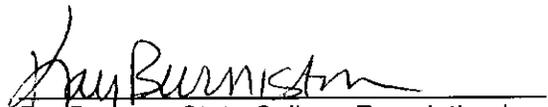
I believe the above reflects our understanding. If it does, please sign this agreement and return with the completed client information and lobbyist registration forms, which are enclosed. I appreciate your attention to this matter and look forward to working with you. Please never hesitate to contact me if we can assist Daytona State College Foundation Inc. in any way.

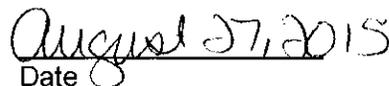
Sincerely,



Jerry McDaniel

Enclosures


For Daytona State College Foundation Inc.


Date