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July 1, 2019

Mr. David Rutherford  
Executive Director  
Palm Beach State College Foundation  
4200 Congress Avenue  
Lake Worth, FL 33461

Re: Retainer Agreement with Southern Strategy Group

Dear Mr. Rutherford:

Thank you very much for your continued interest in Southern Strategy Group. We appreciate the opportunity to provide lobbying services to Palm Beach State College Foundation 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 Palm Beach State College Foundation before the State of Florida executive and legislative branches of government in order to advance the Foundation's interests. Southern Strategy Group will work with your team to develop more trustee engagement when trustees are in Tallahassee for regularly scheduled conferences as well as participate in monthly conference calls as needed and conduct at least one annual in-person trustee legislative update. 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 Palm Beach State College Foundation's interests. You may wish to review in detail the qualifications of the team at [www.sostrategy.com](http://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 Allyce Heflin, Seth McKeel, or David Shepp.

In exchange for these services, Palm Beach State College Foundation has agreed to pay Southern Strategy Group, \$7,500 per month beginning July 1, 2019 and ending on June 30, 2020. 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. Costs directly attributable to the performance of this work will be billed in addition to the monthly retainer, and these costs may include travel, lobbyist registration fees, and other expenses incurred on Palm Beach State College Foundation's behalf. No monthly costs that in the aggregate exceed \$500 will be incurred without your prior approval this includes necessary travel expenses, in compliance with F.S. 112.

**EVERY  
INDUSTRY**

**EVERY  
INTEREST**

**POWERFUL  
ADVOCACY  
BEGINS HERE**

Other expenses incurred will be reimbursed upon client's 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 representation of Palm Beach State College Foundation 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 that Southern Strategy Group currently 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. I appreciate your attention to this matter and look forward to working with you. Please never hesitate to contact me if we can assist Palm Beach State College Foundation in any way.

Sincerely,



Chris Dudley

Enclosures



For Palm Beach State College Foundation, *JWC*

7-9-19  
Date