

## Hawley, Robert

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**From:** Jennifer Wada [jennifer@wadawilliams.com]  
**Sent:** Tuesday, January 26, 2010 2:49 PM  
**To:** Hawley, Robert  
**Subject:** The W Group Government Affairs Contract Letter  
**Attachments:** State Bar Government Affairs Contract Letter.pdf

**Importance:** High

Bob,

As discussed, please find attached the W Group's proposal regarding the State Bar's government affairs contract. Because we anticipate that the scope of services will remain the same, but that the workload will increase due to the political realities currently facing the Bar, the W Group is proposing no change to the fee from last year. Thus, for the contract term of March 1, 2010 through December 31, 2010, the fee would be no more than \$13,500 per month for Bar advocacy and no more than \$6,500 per month for Section advocacy. I understand that one of the Board's primary concerns was my capacity to perform the scope of services. To address this concern, I have arranged for a subcontractor to handle the Section work. His legal and legislative experience make him well-qualified to assist the Bar and I believe the addition of him to the team also justifies retention of the current contract amount. Lastly, I believe that the proposed amount is consistent with, or below, what other comparable entities pay for legislative advocacy services.

The Bar will receive the same services as they have in the past and the quality of services will continue without interruption.

I look forward to discussing this matter with you. Please let me know if you need any additional information and when you would like to discuss this in detail.

Best,  
Jennifer

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January 26, 2010

Mr. Robert A. Hawley  
The State Bar of California  
180 Howard Street  
San Francisco, CA 94105-1639

**RE: State Bar Government Affairs Contract for 2010**

Dear Mr. Hawley:

The W Group, Strategic Public Affairs, LLC ("W Group") would like to thank you for the opportunity to provide governmental affairs and legislative representation on behalf of the State Bar of California ("State Bar"). The W Group will provide the State Bar with a comprehensive range of lobbying and political consulting services, as are more fully set forth below.

The W Group stands ready to work with you to achieve the State Bar's objectives before the legislative, executive and judicial branches of government. As you are aware, the Wada Williams Law Group, LLP ("WWLG") has represented the State Bar since 2007. The W Group is a reorganization of WWLG. Jennifer Wada was the majority owner and managing partner of WWLG and worked closely with the project director, Anthony Williams, on the State Bar's major legislative projects. Jennifer also performed legislative work on behalf of the voluntary Sections of the State Bar. Accordingly, Jennifer has historical knowledge of the policy and political issues that have affected the organization. She is also well-known in the political arena as a legislative advocate for the State Bar. We believe that the State Bar is best served by continuing with a consistent and established presence in Sacramento and the W Group is the only firm that can offer this important quality. As the State Bar looks to secure its government affairs endeavors and enhance relations in Sacramento, it can be assured that these objectives will be accomplished with no loss in effectiveness or consistency.

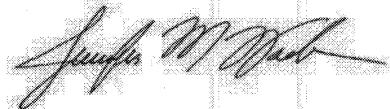
The project director will be Jennifer Wada. She will execute all duties and responsibilities previously performed by Anthony Williams, as set forth in Article 1 of the Agreement between the State Bar of California and WWLG. Jennifer will work with the State Bar's President, Executive Director and staff to advise, lobby, develop, recommend and implement strategy for the purpose of advancing the State Bar Board of Governors' approved legislative program and otherwise represent the interests of the State Bar before the Legislature and Governor's office, including coordinating with the Judicial Branch of Government.

In addition, Mark Weideman, the principal of the Weideman Group, Inc. ("Weideman Group") will, through a subcontract arrangement, provide legislative advocacy services on behalf of the voluntary Sections of the State Bar. Mark is a licensed attorney with over 15 years of legislative experience. The Weideman Group will coordinate all legislative activities with State Bar staff, the Office of Governmental Affairs, and the W Group.

Because the scope of services will remain unchanged from the State Bar's previous government affairs agreement, and despite the fact that we expect the workload to increase due to the additional diligence necessary in the current political climate, The W Group is proposing the same monthly fee as contained in Article 3 of the Agreement between the State Bar of California and Wada Williams Law Group, LLP. This amount will not exceed \$13,500 per month for the W Group's activities relating to the State Bar, and will not exceed \$6,500 per month for lobbying services related to the Sections under this agreement. The total payments received shall not exceed \$200,000 for a ten month contract period commencing on March 1, 2010, and ending December 31, 2010. We believe this amount is consistent with or less than lobbying retainers paid by other comparable entities (e.g. in the third quarter, for the months of July-September, the Los Angeles District Attorney's Office reported to the Secretary of State lobbying payments in the amount of \$87,657.81, which amounts to approximately \$350,000 in lobbying fees for the 2009 calendar year).

Once again, thank you for this opportunity to serve as your governmental affairs advocate. We look forward to discussing this proposal with you further at your earliest convenience. Should you have any questions regarding the proposal, please feel free to contact me at (916) 448-4000 or by email to [Jennifer@wadawilliams.com](mailto:Jennifer@wadawilliams.com).

Sincerely,



JENNIFER M. WADA  
Managing Partner  
The W Group, Strategic Public Affairs, LLC

Cc: Mr. Howard Miller, President, State Bar of California  
Ms. Judy Johnson, Executive Director, State Bar of California

Enclosures: Firm Profiles and Biographies

The History and Organization of The W Group and its Proposed Subcontractor, The Weideman Group

*The W Group, Strategic Public Affairs, LLC*

The W Group, Strategic Public Affairs, LLC (“W Group”) is a lobbying and political consulting firm based in Sacramento, California. The firm was previously known as the Wada Williams Law Group, LLP (“WWLG”) but was restructured when one of its named partners, Anthony Williams, accepted a position with the Senate President pro Tem. W Group founder Jennifer Wada served as the managing partner of WWLG since its formation in 2006. The W Group offers a full range of consulting and lobbying services that merge public policy expertise with legal experience. Jennifer Wada has successfully lobbied some of the most controversial issues in Sacramento and has a proven track record on a variety of issues. She has both personal and professional relationships with representatives at all levels of government.

*The Weideman Group, Inc.*

The Weideman Group, Inc. (“Weideman Group”) is a full service consulting and advocacy firm dedicated to helping its clients navigate the legislative, regulatory, legal and political hurdles that often stand in the way of achieving business, professional, social and community goals. The W Group proposes to include the Weideman Group in this arrangement because of the significant legal and legislative background offered by the firm’s principal, Mark Weideman.

Qualifications, Background and Experience of the Project Director and Other Staff Proposed to Work on Legislative Matters on behalf of the State Bar

*Jennifer Wada*

The project director for the State Bar contract will be Jennifer Wada. Jennifer is an attorney with extensive experience in California legislative and regulatory affairs. As a lobbyist for the voluntary Sections of the State Bar, Jennifer has successfully guided numerous affirmative legislative proposals through the process on behalf of the Business Law Section, the Trusts & Estates Section, and the Family Law Section. Additionally, she has lobbied on numerous non-sponsored pieces of legislation on behalf of the Sections before the Legislature, relevant state agencies and the Governor’s office. In addition to her work on behalf of the Sections, Jennifer has assisted the State Bar’s former principal lobbyist, Anthony Williams, on major efforts such as the State Bar fee bill. Jennifer is known in the political arena as an advocate for the State Bar, and her role as project director will reflect a seamless transition.

Prior to forming WWLG, Jennifer was a senior legislative advocate at a top-ten lobbying firm. Some of Jennifer’s more notable accomplishments include successfully advocating

for major education reforms that make California competitive for up to \$700 million in federal grants through the Race to the Top program; successfully sponsoring legislation to allow diabetic children to self-administer medication in public schools; negotiating complex, multi-party agreements on legislation regarding the use of nonjudicial foreclosure; and successfully sponsoring legislation to enhance funding for the tourism industry in California. Jennifer's advocacy experience encompasses a broad range of other issues, particularly matters related to housing, biotechnology, transportation, and judiciary issues. In a Capitol Weekly survey of all 120 legislators in California, she was recently nominated as the "Rising Star" of the lobbying core.

Prior to working as a lobbyist, Jennifer worked at a public relations and marketing firm in Santa Monica, California. She received her Bachelor of Arts degree in Communications Studies from Loyola Marymount University and her Juris Doctorate degree from the University of Pacific, McGeorge School of Law with distinction. In addition to her professional work, Jennifer is an active member of the Capitol Network and the Asian Pacific Islander Capitol Association. She also serves on the board of directors for the Stanford Home for Children, and the Asian Pacific Youth Leadership Project.

*Mark Weideman*

Mark D. Weideman is the founder of Weideman Group Inc., a full service consulting and advocacy firm. Mark is a licensed attorney and has 15 years of experience representing some of the nation's most sophisticated clients in a wide array of industries. Mark has served as a Vice President of Government Affairs for two large corporations, Blue Shield of California and AT&T of California, where he oversaw legislative, regulatory, legal and political activities in California and Washington D.C. He formulated complex legislative, regulatory and legal strategies that favorably positioned the companies to achieve their business objectives. Mark directed teams of lobbyists, attorneys, analysts and consultants in executing successful efforts to enact legislation, defeat legislation and obtain favorable regulatory outcomes. He has also coordinated company activity in local, state and national elections, including independent expenditure and ballot measure campaigns.

Prior to his work as a legislative advocate, Mark practiced law with the international law firm Pillsbury and with the Sacramento firm Wilke Fleury. Mark received his Bachelor of Arts degree with honors from the University of California at Berkeley. He earned his law degree with honors in written and oral advocacy from the University of California Hastings College of Law.