

October 14, 2009

Dear Kern COG Members:

It gives me great pleasure to strongly recommend California Consulting, LLC to you. California Consulting, LLC have served as the State Lobbyists for the Fresno COG for several years. California Consulting won the Fresno COG contract on an overwhelming vote over several other lobbying firms through a competitive RFP process. In short, we could not be more pleased with our selection of California Consulting as our state lobbyists.

Each year during their annual review the Fresno COG gives California Consulting high marks for their effectiveness, hard work ethic, and their relationships at the State Capitol. In fact, even during these lean budget times, the Fresno COG board has granted California Consulting two compensation increases in the last few years and their contract is routinely approved on a unanimous vote with high praise for their work by our 16 Board members.

The following are only a few examples of California Consulting's exemplary work on behalf of the Fresno COG:

1. "ONE VOICE": California Consulting organizes our annual "One Voice" lobbying trip to the State Capitol. They schedule the meetings, organize the visits, help select the issues to lobby, and help lead each meeting. Their relationships with State Legislators, Senior Agency Staff, the Governor's Office, and key policymakers is truly outstanding. It is very evident to all attendees each year that California Consulting is highly regarded by the State's top policymakers and leaders. Meeting with as many as 36 key elected and appointed officials over a three day trip, our "One Voice" endeavor has become one of our most effective lobbying tools each year at the State Capitol. California Consulting organized our first annual trip and has organized the subsequent 3 trips in 2006, 2007, 2008, and 2009.

2. \$1 BILLION FOR HIGHWAY 99 IN PROP. 1B: California Consulting was the lead lobbying firm responsible for the language in Prop. 1B designating \$1 billion for Highway 99 improvements. This language was the only "set aside" or "earmark" in the entire \$19.9 billion Prop. 1B. Working closely with the San Joaquin Valley State Legislative delegation California Consulting lobbied aggressively and spent countless hours working on securing this language in Prop. 1B. The strong relationships that California Consulting has with both Democrat and Republican State Legislators and their staffs from the San Joaquin Valley was a key element to secure this language. Mr. Samuelian's role as a former Member of the State Assembly played a vital and pivotal role in securing the Highway 99 language in Prop. 1B. Although this was clearly a team effort of our excellent Valley State Legislative delegation, all of our 8 Valley COG's and others, it is noteworthy that California Consulting was the lead lobbying firm engaged in this effort from day one and the main lobbying firm that helped secure this important language.

3. AIR QUALITY: With the San Joaquin Valley's poor air quality, we all know how important improving our air is to the lives of our constituents. California Consulting has been a leading lobbying

firm statewide on the air quality issue. When \$1 billion was made available for air quality mitigation statewide it was California Consulting that took up the "call to action" and fought aggressively to get the Valley our fair share. Challenging other firms from Southern California that have mostly Southern California clients, this issue turned into a major battle of Southern California vs. the San Joaquin Valley. Through the hard work of the Valley's State Legislative delegation and California Consulting the Valley was able to capture a sizeable portion of the Prop. 1B air quality mitigation dollars.

Another noteworthy battle in Sacramento was over Senator Lowenthal's SB 974. This bill known as the "Container Fee Bill" proposed to assess a fee on container's coming out of the Long Beach Port in L.A. and that the fee proceeds be used to clean the air in Southern California. Many of the container's coming out of the port are put in trucks that head up Highway 99 and Interstate 5 polluting the Central Valley but no provisions were made in the bill to help clean the Valley's air. California Consulting, the California Partnership for the San Joaquin Valley Air Quality Working Group and the San Joaquin Valley Air Pollution Control District were the lead agencies fighting for the Valley's fair share of SB 974 proceeds. California Consulting held several meetings with Senator Lowenthal, conference calls, briefings, and other activities to attempt to get Senator Lowenthal to amend SB 974 to include language to allocate some money from the fee to the Valley for improvement of our air quality. Ultimately, Senator Lowenthal did not agree to the amendments to help clean the Valley's air and a battle ensued with Southern California lobbyists, Southern California cities, and the South Coast Air Quality District and others in Southern California urging the Governor to sign SB 974 and the San Joaquin Valley Air Pollution Control District, Valley COG's, and others in the Valley urging the Governor to veto SB 974 because the valley was left out. California Consulting was asked to lead the lobbying effort to urge the Governor to veto SB 974. The Governor eventually vetoed SB 974 and two times in his veto message he mentioned that part of the reason for his veto was because the San Joaquin Valley was not included in SB 974.

4. COMMUNICATION: California Consulting is a company based in the Valley, with all of their employees and staff living and working in the Valley. For them, this is not just a job but something they do because they work, live, and raise their children in this part of the world. Over the years, California Consulting has become known in the State Capitol as the "Valley's lobbyists" for good reason. The personal attention to client needs is unmatched. For example, California Consulting Owner Steve Samuelian provides a written report at our monthly Fresno COG meetings and almost always personally attends the meeting to give a verbal report and receive feedback from the COG members. This also allows Mr. Samuelian to provide an update on events and activities at the State Capitol. This personal attention and attention to customer service is very impressive and also provides a great service to our COG members.

In short, the Fresno COG has been very impressed with California Consulting. We have utilized their services as our lobbyists in Sacramento for several years and their work at the State Capitol is superb.

On behalf of the 15 cities and County of Fresno that compose the Fresno COG, I give California Consulting the highest recommendation.

Should you have any questions I can be reached at (559) 351-0964.

Sincerely,

Trinidad Rodriguez, Mayor, City of Kerman
Chairman, Fresno COG