

December 27, 2012

Bruce C. Koppenhaver  
Pennsylvania State Association of County Fairs  
P.O. Box 546  
Gratz, PA 17030

Dear Bruce,

It was a pleasure meeting and discussing PSACF's legislative needs and what our firm will provide the Association. Our firm is excited about the opportunity to represent PSACF within all aspects of Pennsylvania government. We intend to do some meaningful introductions and educational meetings to help promote PSACF in the Commonwealth. I also intend to promote the PSACF into a position to leverage a higher appropriation in the Commonwealth's budget. It has been far too many years of cuts to a critical Pennsylvania economic driver, which countless people enjoy.

The following is an overview of the services that Milliron Associates will provide:

- Develop meetings, educate and promote PSACF with Republican and Democrat key individuals within the General Assembly Appropriations and Agriculture Committees. All Committees will be a part of our overall strategy; however our primary focus would be on the aforementioned Committees.
- Develop and reinforce PSACF's relationship with the Governor's office.
- Monitor and notify PSACF of all proposed legislation that has a potential or direct impact on the Commonwealth's fair industry.
- Write articles for PSACF's newsletter.
- Attend statewide meetings and provide legislative updates and advice.
- Represent PSACF as its liaison with all aspects of Pennsylvania Government.

The fee for these services is as follows: \$2500.00, per month, beginning in 2013. The fee can be paid monthly or quarterly. Our retainer fee does not include sales tax or required travel. It does cover all expenses up to \$100 per month. Any additional expenses or travel would require our office to gain pre-approval before moving forward.

This agreement may be cancelled by either party with thirty days written notice to the other party.

Milliron Associates will treat all information relating to the activities of PSACF as confidential and shall not disclose such information to any other party unless and until asked to do so, in writing, by the Board of PSACF. This covenant shall survive the termination of this agreement.

To the best of its knowledge Milliron Associates does not and shall not have during the life of this agreement, any interest in proposed legislation before the Pennsylvania General Assembly or in the policies or decisions of the Commonwealth that would be in conflict with its obligations to PSACF.

On behalf of all of the members of the team at Milliron Associates, we look forward to working with you. Our goal is to develop and implement a strategy that will ensure the growth of Pennsylvania State Association of County Fairs. Below is a further breakdown of services and insight.

Sincerely,

Andrew Goodman, MBA  
Partner

December 27, 2012

Bruce C. Koppenhaver  
Pennsylvania State Association of County Fairs  
P.O. Box 546  
Gratz, PA 17030

Dear Bruce,

The following information is in response to our discussion on the government relations requirements for the Pennsylvania State Association of County Fairs. I have divided it into two parts:

1. Our firm's background and experience.
2. A further overview of Services that we would provide to PSACF.

All of us at Milliron Associates share your core beliefs that the fair industry is an integral piece of the Commonwealth's economic development. Pennsylvania must be able to reinforce and protect commonwealth business traditions like our County Fairs in order to compete nationally.

### **1. Background and Experience**

Our firm has over fifty years of combined service as members of the General Assembly, and an additional sixty years of combined experience lobbying the legislative and executive branches of state government. Milliron Associates is big enough to provide expertise to all the areas needed for PSACF to be successful in reaching its legislative goals, but also small enough to give you and your membership personal guidance on how to be effective advocates.

Communication is essential to our client's success. We utilize the latest in technology and managed IT services so we are able to provide our clients with breaking news, constant updates and important alerts. We are in continual contact with legislators, their staffs, and critical department personnel to produce results.

Milliron Associates is a bipartisan firm that prioritizes credibility above all else. We have worked closely with every Chairman of the House and Senate, both those in the minority and majority. Our diverse clientele affords us the opportunity to work with every legislative Committee. Maintaining a diverse clientele has provided our firm the ability to work with a host of key policy makers in the General Assembly and Governor's Office.

## **1.1 Lobbying Organization's Background and Experience.**

Please review our website at [www.millironassociates.com](http://www.millironassociates.com)

### **Official Name**

Milliron Associates, LLC  
200 North 3<sup>rd</sup> Street, Suite 1500  
Harrisburg, PA 17101

Office - 717-232-5322

Fax – 717-232-1544

Email - [john@millironassociates.com](mailto:john@millironassociates.com) & [andy@millironassociates.com](mailto:andy@millironassociates.com)

No subcontractors would be on this account.

## **1.2 Structure of Milliron Associates**

Milliron Associates is a Limited Liability Company owned by the partnership between John Milliron and Andy Goodman.

## **1.3 Qualifications of Milliron Associates Professionals**

All services will be delivered by all Milliron Associates professionals. We have no parent company or subsidiaries. Andy Goodman would be the primary contact for PSACF. However, all members of the Milliron team, including John Milliron, would know and be responsible for each issue facing PSACF.

## **1.4 Lobbying Experience**

Please feel free to contact any of our clients as they are our best professional references. Below is the contact information for a few of our clients. If you are interested in speaking with any of our other clients, our office can provide you with direct contact information.

### **Pennsylvania Motor Truck Association**

Jim Runk, President

Office – 717-920-0153

Pennsylvania Motor Truck Association

Became a client in 1997

910 Linda Lane

Camp Hill, PA 17011

### **Pennsylvania Academy of Ophthalmology**

Jen Keeler, Executive Director

Office – 717-909-2692

Pennsylvania Medical Society

Became a client in 1984

PO Box 8820

Harrisburg, PA 17105

### **Pennsylvania Manufactured Housing Association**

Mary Gaiski, Executive Director

Office – 717-774-3440

P.O. Box 248

Became a client in 2001

315 Limekiln Road

New Cumberland, PA 17070

## **2. Overview of Milliron Associates Services that will be provided to PSACF**

Milliron Associates began operating in 1980. For more than 30 years, our office has delivered quality results to its clients through hard work, developed relationships and communication. Our firm maintains an open door policy with its clients. Our high quality services include:

- Monitor and track all proposed legislation that could impact PSACF. Our firm, in conjunction with the PSACF Board, would attempt to prioritize bills that most likely will receive the attention of the legislature. All bills would be sent to PSACF as written for comment and a complete tracking report would be sent monthly.
- Monitor and track all proposed regulations that impact PSACF.
- Promote PSACF during budget negotiations and move for a larger state appropriation.
- Research, draft and help introduce legislation or amendments, as necessary, to implement PSACF policy.
- Lobby appropriate members, committees, leadership, and the Executive branch, to educate individuals and Departments on PSACF positions.
- Provide advice and cultivate appropriate strategies, tactics, policy changes or other actions necessary to implement PSACF policy.
- Increase the political visibility of PSACF by arranging meetings between the President, Board or membership with members of the House, Senate or Administration. Particular attention would be given to leadership, Committee Chairs, and their staff.
- Assist or write newsletter articles regarding legislative activity.
- Help with preparation for testimony in front of legislative committee meetings.
- Assist the Board in the formation and nurturing of a legislative grassroots (key) contact network. Promote the General Assembly's Fair Caucus.
- Attend Board meetings and deliver reports as required.
- Attend the Annual meeting and provide progression reports to the membership.
- Attend local (regional) meetings, as possible, to give reports and updates to the membership.
- Invite PSACF Board members to critical political receptions for key legislators.
- Use of our office for Board meetings (up to 30 individuals).

### **2.1 Key Partnerships**

It is important for PSACF to realize that in the government relations business, if you don't have credibility you exist very long. We have it and our reputation in Harrisburg is based on it. Our firm's continued success and existence is based on strong relationships with members of the General Assembly and Harrisburg policy makers. However, our firm also has solid working relationships with other lobbyists and vested Harrisburg insiders. Our firm continually works with the Pennsylvania Chamber, NFIB, and other professional organizations to provide our clients with the best possible insight and bridges to success.