



Full-service lobbying and government relations.

Capitol Advocates provides clients with more than 40 years of combined experience in the executive, legislative, and regulatory arenas within state and local governments.

Unlike other firms, we provide legal expertise necessary to analyze legislation and regulations affecting our clients' interests. This makes Capitol Advocates unique because our clients do not have to retain additional legal assistance.

Capitol Advocates' expertise embraces all aspects of public policy and government relations. This includes successful procurement representation and achieving positive outcomes for clients through legislative and regulatory initiatives.

Current and former clients include a major domestic airline, dietary supplement manufacturer, furniture maker, food manufacturer, school districts, cities, health care districts, Fortune 500 companies and high technology companies. This variety in clients gives us our reputation for versatility. And for you, that means results.



PROFILE:

Areas of Emphasis

- Government Affairs
- Constitutional Offices
- California State Legislature
- State Agencies
- State Regulatory Boards and Commissions
- County and City Government Agencies
- Regulatory
- Rulemaking
- Business Transportation & Housing Agency
- High Speed Rail Authority
- Licensing issues before all boards and commissions
- Enforcement matters before all boards and commissions



Education/Professional Memberships

Whittier College School of Law (JD)

Cambridge University, Emmanuel College (law).

University of California, Los Angeles (B.A., Economics and Political Science)

Member, California State Bar

Judicial Nominee Evaluation Commission (past member)

California District Attorneys Association (past ex officio member)

California Council on Criminal Justice- Juvenile Justice & Delinquency Prevention Commissioner
(past member)

Member, American Electronics Association



Experience

Chairman of the California Fair Political Practices Commission which regulates every State and Local officeholder, candidate, and government official (1995-1997).

Deputy Appointments Secretary, Governor Pete Wilson (1991 to 1995).

- Assisted Governor with selecting hundreds of appointees to all levels of the Executive and Judicial branches of government.

Jones Day Reavis & Pogue and Arter & Hadden

- Practiced as a senior litigation and government affairs attorney.
- Argued before the California Supreme Court in *Kopp v. Fair Political Practices Commission*, 1995.

Executive Assistant to Orange County's Chairman of the Board of Supervisors.

Deputy District Attorney, Orange County.

- Tried over 100 jury trials to verdict.
- Outstanding Prosecutor Award (California District Attorney's Association).

Representation of clients before governmental entities, including:

- Environmental Protection Agency
- Resources Agency
- Gambling Control Commission
- Department of Alcohol Beverage Control
- Health and Human Services Agency



PRACTICES:

Legislative Advocacy

Effective government affairs professionals remain constantly prepared for dramatic, sudden changes in executive and legislative branch politics. This is one of many areas where Capitol Advocates delivers unparalleled direct experience. We are able to represent our clients' interests and obtain desired results through established relationships with the current leadership in the executive branch and the legislature. This includes relationships with the governor, president pro tempore of the senate, speaker of the assembly, committee chairs and other key executive and legislative branch officials.

Capitol Advocates utilizes creative and unprecedented solutions to clients' issues by designing and implementing results-driven advocacy strategies and mobilizing business, community-based, and grass-roots coalitions to support lobbying initiatives.

Our resources and capabilities mean that clients receive extensive, up-to-date, and significant information from key decision-makers in Sacramento and local governments. At the same time, our clients benefit from services that cover a wide spectrum of tactical resources, including:

- Research
- Data Collection
- Drafting and amending legislative initiatives
- Issue management
- Testimony before legislative committees
- Advocacy before law and policy makers at all levels to ensure a successful legislative strategy.
- The firm also provides a comprehensive array of legislative and executive branch services, including policy and political analysis, strategy development and communications.

Business Development and Procurement

Capitol Advocates is uniquely positioned and empowered to provide assistance with business development and procurement contracts. Principal Ravi Mehta has served as a senior advisor to Governor Pete Wilson and was responsible for appointing executives to senior government positions.

Through this experience, he has developed extensive knowledge of state agencies and departments. This means that Capitol Advocates can assist clients with a variety of business development strategies and procurement matters at all levels of state government. The strength of these relationships coupled with Capitol Advocates' specifically tailored strategy for each client is directly correlated to our successful business development and procurement record, which is why Capitol Advocates is the leader in procurement representation.

To ensure a successful procurement process, Capitol Advocates assists clients with identifying procurement opportunities, obtaining CMAS certification and message development and strategy to



respond to RFP, RPQ, and RFI's. We also offer consultation in contract negotiations, management and relationship development to ensure successful, long-term outcomes.

In addition, Capitol Advocates has the experience and expertise to assist with auxiliary contract issues, including protests, disputes, suspensions and appeals.

Regulatory and Advocacy Licensing

Capitol Advocates has significant experience representing clients before all government agencies on rulemaking and licensing issues. We provide comprehensive services in obtaining licenses. We also draft and propose new regulations, or support or oppose proposed regulations to advance our clients interests.

Additionally, we routinely assist clients with enforcement issues pending before all regulatory agencies. These issues generally require not only legal expertise, but also knowledge of the administrative and political process.

Our extensive experience allows us to represent clients before virtually every state agency, department, board and commission.

Local Government Advocacy

Our reputation for effective advocacy extends outside of Sacramento. The success of our clients often depends on working with local government agencies. In this specialty area, Capitol Advocates advances clients interests before local government and community leaders. We also provide strategic direction on securing procurement contracts with local agencies.

With local government, we bring to the table the same skill sets that define our success at the state level: an in-depth understanding of regulatory issues and an experienced perspective on what is necessary to turn strategy into results. respond to RFP, RPQ, and RFI's. We also offer consultation in contract negotiations, management and relationship development to ensure successful, long-term outcomes.

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CASE STUDIES:

McKee Foods



McKee Foods is a privately held multi-billion dollar company based in Collegedale Tennessee. It manufacturers and distributes snack foods, including the famous Little Debbie line of snacks.

As part of its distribution program, the company entered into agreements regulated by the California Seller Assisted Market Plan Act (SAMP). However, the Act's vague wording exposed McKee to frivolous, but expensive lawsuits. McKee approached Capitol Advocates, which advised how the company could eliminate this threat by having the law amended to remove vagueness. McKee's General Counsel was impressed with our thorough understanding of the law and our proposed legislative strategy.

Capitol Advocates researched the law and carefully drafted a bill that would eliminate frivolous lawsuits stemming from the SAMP Act. We identified a key legislative author who agreed to carry the legislation for McKee Foods. Capitol Advocates worked closely with the Attorney General's office, which is charged with enforcing the SAMP Act, to gain support for our proposed amendments to the Act. Having secured the Attorney General's support, we then worked with the bill's author, appropriate legislative committees in both the Senate and Assembly, and leaders of both Houses to pass the bill. The bill was signed into law by the Governor and dramatically cut McKee's exposure to frivolous lawsuits.

Metabolife, Inc.



Metabolife, Inc. is an extremely successful dietary supplement manufacturer with brands that include Metabolife Ultra®, Metabolife® Green Tea, Metabolife® Caffeine Free, Metabolife® Break Through, Metabolife® Extreme Energy and Metabolife® Aqua Slim™

Unfortunately, Metabolife's highly successful branding campaign attracted copycats who willfully violated trademark laws. This causing significant consumer confusion and posed a threat to the brand. Metabolife retained Capitol Advocates to assist with curtailing this growing trademark infringement problem. After thorough research, legal analysis, and gaining support from the Attorney General and numerous District Attorneys, we drafted legislation to amend the California Trademark laws to protect Metabolife and other companies in California. We secured an author (a former Speaker of the State Assembly) and lobbied the bill through both Houses of the Legislature. The Governor signed the bill into law empowering Metabolife and thousands of other California Corporations with the ability to better protect their trademarks and products.



Oracle Corporation



Oracle Corporation is the world's leading supplier of software for information management and the world's second largest independent software company. Its technology can be found in nearly every industry, and in the data centers of nearly all Fortune 100 companies.

Oracle Corporation retained Capitol Advocates to assist with legislative issues, as well as procurement matters at the state and local government levels. Oracle initially requested assistance with developing its state and local government procurement and marketing strategy. Based on this strategy, Capitol Advocates worked with Oracle's state and local government sales team and won numerous multi-million dollar contracts, including a \$100 million contract for an Enterprise License Agreement.

EMC Corporation



EMC Corporation is among the world's leading developers and providers of information infrastructure technology.

EMC retained Capitol Advocates to assist with federal, state and local government procurement. Working with EMC's government sales team, Capitol Advocates developed a procurement strategy resulting in numerous government contracts. Of these, the largest was a \$35 million contract awarded by the federal government for the United States Air Force. The Air Force issued a Request for Proposals (RFP) which EMC not only wanted to win, but also wanted to close and deliver product before the end of its year-end quarter. Capitol Advocates deployed significant efforts at all levels of the federal government to assist EMC in being awarded the contract and ensuring that the Air Force took possession of the products within the desired time frame.

Allsteel, Incorporated



Allsteel, Inc. is part of the HNI Corporation and the second largest office furniture manufacturer in North America.

The company retained Capitol Advocates to assist with environmental compliance and procurement issues. In accomplishing Allsteel's objectives, Capitol Advocates brought together Allsteel, the California Environmental Protection Agency, and the Department of General Services to ensure that its products were compliant with all environmental standards. This greatly enhanced Allsteel's ability to participate in the state's procurement process. This included Capitol Advocates playing an instrumental role in Allsteel being awarded a California State furniture contract for \$110 million.



CLIENT LIST:

(includes past and current clients)

Agriculture

CDS - John Blue Company
Burnley Corporation

Aviation

HMS Aviation, Inc.
Sky Cargo, Inc.
Southwest Airlines

Automotive

Clippinger Ford
Superior Holdings, Inc.
West Covina Motors

Banking/Finance

Continental Currency Services, Inc.
Gateway Finance Corporation
Payday Loans, Inc.
The Principals Capital Corporation
Transpacific Currency Services, Inc.

Charitable Organizations

California Charity Bingo Association
Disabled Sports USA, West
Goodwill Industries
Saddle Pals
Society for the Blind
United Cerebral Palsy
WIND Youth Services

Energy/Oil

Coachella Petroleum, Inc.
Jiffy Lube, Inc.
Quallion LLC
Tibarom, Inc.

Entertainment

John Robert Powers

Gambling

Network Management Group, Inc.
Video Gaming Technologies, Inc.

Government

Antelope Valley Hospital District
City of Cathedral City
City of Menlo Park
Sweetwater Union High School District
Town of Atherton

Health

Metabolife, Inc.
Newport Audiology
Tissue Bank International

Technology

America Online
EMC Corporation
Etouch Systems, Inc.
Flexplay Technologies, Inc.
Oracle Corporation
Saber Consulting
Telelogic, Inc.
Unify Corporation
Worksoft, Inc.

Manufacturing

Allsteel, Inc.
Haro Bicycles
McKee Foods, Inc.

Real Estate

Capital Valley Real Estate Consultants, Inc.
Regency Homes
Sandpiper Development, Inc.

Retail

Super Duper 98cent Stores
Wine/Alcohol Industry
California Premium Wine Association
Gateway Estate Wines, Inc.
Shining Moon Cellars LLC