

Ex. 1



**PROPOSED REGULATION OF THE STATE OF NEVADA BOARD OF
ORIENTAL MEDICINE**

LCB File No: TBA

March 15, 2018

Explanation: text in *italics* is new; text in ~~strikeout~~ is to be omitted

634A.005 Definitions

NCCAOM refers to the National Certification Commission for Acupuncture and Oriental Medicine, or its successor entity

ACAOM refers to the Accreditation Commission for Acupuncture and Oriental Medicine, or its successor entity

CCAOM refers the the Council of Colleges of Acupuncture and Oriental Medicine

634A.084 The scope of Oriental medicine and practitioners of Oriental Medicine defined.

The scope of practice for licensed Oriental Medicine Doctors includes but is not limited to the following:

Acupuncture and other acupuncture techniques including electro-acupuncture, laser acupuncture, dry needling and auricular acupuncture; acupressure; acupuncture points injection therapy; Oriental osteopathic manipulation treatment; Asian bodywork and Tui'na; gua sha; cupping; moxibustion; infrared treatment; herbal medicine; nutritional and dietary counseling; cold and heat therapy; magnet therapy; Oriental Medicine obstetrics and gynecology treatment; electro-muscular stimulations; breathing techniques; exercise and Qi-gong; dietary supplements; diagnostic imaging (radiology); laboratory tests; diathermy treatments; and ultrasound treatment.

NAC 34A.060 Officers, Salary of the Secretary-Treasurer

The position of Secretary-Treasurer will not be paid a salary.

634A.071 Application: General requirements.

1. File an application *and deliver all required paperwork to the Executive Director at least 3 months before the date of the practical examination in which the applicant wishes to participate*

634A.080 Evidence of qualifications of applicant; approval of program of study.

1. An applicant for a license to practice Oriental medicine must submit, together with ~~his or her~~ their application, evidence that ~~he or she has~~ they have successfully completed an accredited 4-year program of study, or its equivalent, in Oriental medicine at a school or college of Oriental medicine which is approved by the Board , *accredited by ACAOM, or in ACAOM pre-certification status subject to the requirements in subsection 4(a)NRS 634A.080.*

3. If the application is submitted *by endorsement* pursuant to subsection 2 of NRS 634A.140, the applicant must submit evidence that ~~he or she has~~ they have lawfully practiced Oriental medicine in another state or foreign country for at least 4 years, *hold the NCCAOM Oriental Medicine certification, submit a completed application for licensure by endorsement and pass the state exam with a 70% on each section and 75% overall to qualify for licensure.*

4. For the purposes of subsection 1, the Board may approve an accredited 4-year program of study, or its equivalent, in Oriental medicine at a school or college of Oriental medicine if the Board finds that:

(a) The program of study includes training or instruction in the subjects of acupuncture, moxibustion, herbology, Oriental physiology, Oriental pathology, Oriental diagnosis, tuina *or qigong*, biology, physics, chemistry, ~~biochemistry~~, anatomy, Western physiology, Western pathology, Western diagnosis, pharmacology, laboratory ; and radiology;

(b) *an applicant who has been granted a Master's level degree from an ACAOM accredited school or a school in ACAOM pre-certification status that conforms to the course of study outlined in NAC 634A.080(4)(a) is deemed qualified to apply for licensure as an Oriental Medicine doctor.*

634A.085 Compliance with requirement of passing examination administered by national organization.

To comply with the requirement of passing an examination in Oriental medicine that is administered by a national organization approved by the Board pursuant to NRS 634A.120, an applicant for licensure as a doctor of Oriental medicine must pass the examinations for *Oriental Medicine Certification from NCCAOM acupuncture and Chinese herbology administered by a national organization approved by the board.*...

634A.090 Approval of schools and colleges of Oriental medicine; prescription of course of study required for degree.

(a)*To comply with the requirement of annual curriculum review by the Board for content and quality of instruction, a school of Oriental Medicine*

established in Nevada shall submit annually, proof of payment of annual sustaining dues to ACAOM. No other curriculum review by the Board will be deemed necessary with such documentation.

634A.095 Proficiency of applicant in English language.

1. (a) – pass the Test of English as a Foreign Language with a score of at least 550 *PBT* or 80 *iBT*

634A.100 Practical examination of applicant.

NAC 634A.100 Practical examination of applicant. (NRS 634A.070, 634A.120)

1. The practical examination will be given in June and December of each year *until such time as the Board implements an online exam process, which will supersede all regulations governing the in-person examination process.* An applicant may not take the practical examination unless the applicant has first passed the national examinations required pursuant to NAC 634A.085. The Executive Director shall notify an applicant of the time and place of the practical examination not later than 20 days before the date on which the practical examination is scheduled. *Upon the implementation of an online testing system, the applicant will be notified of eligibility to sit for the online exam; the applicant will have 90 days in which to take the online exam at the designated testing facility.*

3. Various sections of the ~~practical~~ examination ~~may~~ will be given in written, ~~oral or demonstrative~~ form.

4. As a part of ~~any practical~~ the examination, the Board may examine an applicant as to his or her basic knowledge of the following subjects:

~~(a) Needling. The Board may require a demonstration of needling on a patient or on the applicant himself or herself.~~

~~(b) Skills pertaining to sterilization.~~

~~(c) Skills pertaining to the use of herbs~~

~~(d)~~ (a) Basic medical science concerning anatomy, physiology, pathology, ~~biochemistry~~, bacteriology and communicable diseases, and acupuncture as covered in the Clean Needle Technique course manual by CCAOM

(b) Oriental herb safety and herb-drug interactions

(c) ~~(e)~~ Applicable laws and regulations pertaining to health and safety.

~~(f) Use of the English language, as described in NAC 634A.095.~~

6. An applicant must receive an overall score of 75 percent on the practical examination and ~~60~~ 70 percent on all of its sections or subparts to pass the practical examination-

634A.110 Reexamination of applicant who fails practical examination.

2. If an applicant who has failed the practical examination failed only one section of the practical examination, the applicant will be reexamined only with respect to the section that he or she failed. If the applicant failed two or more sections of the practical examination, he or she must repeat the entire practical examination at the time of reexamination. *After Dec 31, 2018, an applicant who fails any section of the practical examination must retake the entire exam.*

634A.135 Continuing education; placement of license on inactive status; reinstatement to active status.

5. *(d) After Dec 2018 If the licensee has been inactive, the licensee must provide documentation of maintaining the NCCAOM national license during the inactive time.*

6. *All licensees, including endorsement licensees approved after Dec 2018 must maintain their NCCAOM Oriental Medicine certification. A copy of the NCCAOM license must be kept on file with the Executive Director, and resubmitted upon recertification by NCCAOM.*

634A.137 Approval of courses of continuing education.

1. A person or entity shall not offer a course of continuing education for licensees in this State unless the person or entity has first obtained approval for the course from the Board pursuant to this section.

2. *All continuing education courses certified by NCCAOM in the AOM-BIO core competency recertification category will be accepted by the Board without review or additional fees.*

3. *Board approval of non-NCCAOM courses for CEUs will expire 4 years after the Board approval date.*

634A.140 Payment of annual registration fee.

Each person who holds an active or inactive license to practice Oriental medicine shall pay to the Board an annual registration fee as required by NAC 634A.165. *The fees of new licensees shall be prorated by month until the next renewal date.*

634A.150 Reinstatement of license cancelled for failure to pay annual fee. Any person whose license has been cancelled pursuant to NRS 634A.160 and who desires to reinstate ~~his or her~~ *their* license may have the license *reinstated within a year* if:

4. Licensing lapses of more than one year will require the licensee to apply for new licensure.

634A.165 Fees of Board.

The Board will charge and collect the following fees:

<i>Approval of non NCCAOM course of continuing education:</i>	<i>\$100</i>
<i>Original application fee for a school or college of Oriental Medicine:</i>	<i>\$2000</i>
<i>Annual fee for approval of curriculum before February 1:</i>	<i>\$1000</i>
<i>Fine for unlicensed practice of Oriental Medicine subsequent to a guilty verdict at a hearing:</i>	<i>up to \$2500</i>

634A.170 Grounds for disciplinary action.

2. The use of any *paid* testimonial, ~~whether paid for or not~~, to solicit or encourage use of the licensee's services by members of the public.

Ex. 2

Brian Sandoval, Governor



Maggie Tracey, O.M.D., President
Abraham Jim Nagy, M.D. Vice President
Lisa Grant, O.M.D., Secretary/Treasurer
Michael Ferris, Member
Chia Hua Linda Chow, Member
Michael Smith, Member
Merle Lok, Executive Director

STATE OF NEVADA
BOARD OF ORIENTAL MEDICINE

*****PUBLIC NOTICE*****
REGULAR BOARD MEETING
April 9, 2018 @ 6:30 PM

AT THE FOLLOWING LOCATION:

Grant Sawyer Building, Office of the Attorney General, 555 East Washington Ave., Room #4500 - Las Vegas, NV 89101.

*****MINUTES*****

1. CALL TO ORDER (Discussion/For Possible Action) Maggie Tracey, OMD, President

Roll call to determine presence of a quorum, at 6:30 pm

Board Members Present:

Dr. Maggie Tracey, OMD (via telephone)
Dr. Lisa Grant, OMD
Dr. Michael Ferris, OMD
Dr. Chia Hua Linda Chow, OMD
Michael Smith (via telephone)

Board Staff:

Merle Lok, Executive Director
Asheesh Bhalla, Deputy AG

Public:

Huiwen Zhang, OMD
Megan Clowers, OMD (via telephone)
Joan Anderson (via telephone)
Daniel Davies (via telephone)

2. Public Comment (Discussion Only).

ED stated that she received an email by Dr. Bart Chapman. DAG stated that it should entered into the record, but it does not have to be read, and submitted as part of the supplemental materials.

Dr. Huiwen Zhang stated that the upcoming workshop time be set for after 2 p.m.

3. Adoption of agenda (For Possible Action)

Motion: Dr. Grant motioned to approve

Second: Dr. Ferris

Action: Motion carried unanimously

4. Approve or disapprove the previous board meeting minutes of February 26, 2018 (For Possible Action).

Motion: Dr. Ferris motioned to approve

Second: Dr. Grant

Action: Motion carried unanimously

5. Approve or disapprove of Joan Anderson's eligibility for taking the state licensure exam in December 2018 as she does not have a Bachelor's degree but has an Associate's degree and is a senior at Pacific College of Oriental Medicine (For Possible Action).

DAG stated that NRS634A.140 requires that the applicant have a college degree or have practiced 4 years somewhere else. As such, this applicant is not eligible to for licensing under the statute. Dr. Tracey added that the NRS may be changed by the legislature in the upcoming session in 2019.

Motion: Dr. Ferris motioned to disapprove

Second: Dr. Chow

Action: Motion carried unanimously

6. Approve or disapprove of the licensure exam to be held on June 16, 2018 from 1 pm to 5 pm to be administered by Dr. Sandip Thanki at 4350 E. Sunset Road, Ste 107A, Henderson, NV 89014 at the rate of \$30 per hour (For Possible Action).

Motion: Dr. Grant motioned to approve

Second: Mr. Smith

Action: Motion carried unanimously

7. Approve or disapprove of the following applicants taking the licensing exam on June 16, 2018 (For Possible Action):

A. Leslie Anne Pasternack;

B. Jessica Mlakar; and

C. Arianne Sallaberry.

ED stated that these applicants have met the requirements to take the state licensing exam.

Motion: Dr. Ferris motioned to approve

Second: Dr. Grant

Action: Motion carried unanimously

8. Approve or disapprove of postponing the licensure application of Noriko Ueda-Lang to the next exam date in December 2018 (For Possible Action).

ED stated that this applicant did not pass part of the NCCAOM exam and requests that this application be continued to the next exam date.

Motion: Dr. Grant motioned to approve

Second: Dr. Chow

Action: Motion carried unanimously

- 9. Approve or disapprove of postponing the licensure application of Joyce Edwards to the next exam date in December 2018 (For Possible Action).**
ED stated that this applicant did not pass part of the NCCAOM exam and requests that this application be continued to the next exam date.
Motion: Dr. Grant motioned to approve
Second: Mr. Smith
Action: Motion carried unanimously
- 10. Discussion regarding the dry needling committee meeting on 3/20/2018 (For Discussion Only).**
Dr. Tracey stated that the PT and OMD committees met to discuss the standards for dry needling. The committees were trying to set up the definition of dry needling. The OMDs were going with the Illinois definition wherein the needle is inserted into the trigger point of a muscle until it twitches and then pulling it out and there are no multiple needles at the same time. There are 3 other states that use the Illinois definition. The OMDs want to keep the discussion going towards public safety and maintaining the integrity of acupuncture and Oriental Medicine. Dr. Tracey stated that the chiropractic board is also interested in pursuing dry needling but the chiropractors would have to get certification.
- 11. Discussion by DAG about the finalized SB69 application (For Discussion only).**
DAG stated that we have finalized the SB69 application form and it is available online. It is essential the old application and the requirements of SB69 that is laid out which are clear and straightforward. Dr. Ferris asked that since there are some states wherein a practitioner can practice only acupuncture and not herbs, can that practitioner with only acupuncture training and no training in herbs apply in Nevada. DAG stated that the Board would have to determine whether there is substantial equivalence but DAG stated that the applicant also would have to pass the other requirements in the other statutes. Dr. Grant stated that the other requirements include passing the herbal portion of NCCAOM and the educational criteria needs training in herbology.
- 12. Discussion of Small Business Impact survey results (For Discussion only).**
Dr. Grant stated that there was confusion about whether current licensees had to re-certify for NCCAOM and the answer is no. Dr. Grant requested that the DAG review the proposed language to make sure that it is clear. DAG stated that it was a clarification, then there is no need for another workshop; however, if it is a material change, then another workshop is necessary. Dr. Tracey stated that she wanted a lot of participation from the Oriental Medical community. Dr. Grant stated that Dr. Link suggested that in lieu of inactive licensees to maintain their CEUs, perhaps they could show that they have been practicing in another state. DAG would have to look to see if it is material change. Dr. Grant stated that she was happy that people read it and commented on it. Dr. Tracey was pleased with the participation.
- 13. Approve or disapprove of NOMA's CEU application titled Psycho-Emotional Disorders and the 8 Extraordinary Vessels for 8 credit hours to be held on 9/29/2018 in Las Vegas, Nevada (For Possible Action).**
Motion: Dr. Grant motioned to approve
Second: Dr. Chow

Action: Motion carried unanimously

14. Approve or disapprove of NAC Workshop date of 5/7/2018 from 9 am to 1 pm at the Grant Sawyer Building with teleconferencing at the Attorney General's Office in Reno, Nevada (For Possible Action).

Dr. Grant stated that the only certain rooms and times can be reserved due to the teleconferencing and we cannot change the time.

Motion: Mr. Smith motioned to approve

Second: Dr. Grant

Action: Motion carried unanimously

15. Approve or disapprove of future Board meeting dates (For Possible Action).

ED asked if there could be a board meeting after the workshop on 5/7/2018 at 2 p.m.

Dr. Tracey stated that it would be a good idea and the meeting will end around 3 p.m.

DAG will check on the Public Hearing requirements and notice requirements.

Motion: Dr. Grant motioned to approve

Second: Mr. Smith

Action: Motion carried unanimously

16. Public Comment (Discussion Only).

Dr. Zhang stated that it is not convenient to have the Workshop in the morning because the doctors have patients in the morning. Dr. Tracey stated if people cannot attend in person, then they can call in during the workshop and they also can submit their written comments before the Workshop. Dr. Tracey stated that the public is welcome to attend.

17. Adjournment (For Possible Action).

Motion: Dr. Grant motioned to approve

Second: Dr. Chow

Action: Motion carried unanimously

Meeting Minutes to be approved at the subsequent Board Meeting.

Ex. 3



MCDONALD CARANO FOR

**NEVADA STATE BOARD OF
針灸 ORIENTAL MEDICINE 針灸**

mcdonaldcarano.com

RENO | LAS VEGAS

McDONALD  **CARANO**

April 6, 2018

Sent via email: omboardexecutivedirector@gmail.com.

Maggie Tracey, OMD
President
Nevada State Board of Oriental Medicine

Re: Request for Proposal – Lobbyist

Dear Dr. Tracey,

I am writing to express my personal interest, and that of the entire McDonald Carano Government Affairs and Advocacy Team, in representing the Nevada State Board of Oriental Medicine.

On behalf of other specialty groups that we represented during the 2017 legislative session, we sincerely appreciated the support of the Board of Oriental Medicine on AB454, the bill to allow traveling physicians and other medical professionals affiliated with athletic teams to treat those team members while in Nevada. As you know, while the bill had universal support, it got hung up in politics but the language ended up in SB292 and passed.

We are active participants in various specialty medicine groups (physicians) throughout the year, including during the Interim, to exchange information and work toward consensus during legislative sessions. We look forward to adding Oriental Medicine's voice to that group.

Our team is anxious to meet with you and your board to discuss this further. Please find our formal response to your Request for Proposal attached. We are always happy to work with clients to match our services with their budgets. Our goal is to treat every client with dignity and responsive service.

Best regards,

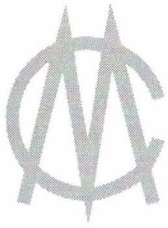


Susan L. Fisher
Vice President, Government Affairs Group
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100 West Liberty Street • Tenth Floor • Reno, Nevada 89501 • **P:** 775.788.2000 **F:** 702.788.2020
P.O. Box 2670 • Reno, Nevada 89505





OVERVIEW

McDonald Carano is pleased to present this proposal for Government Affairs Services to The Nevada State Board of Oriental Medicine (The Board) with respect to representation to and before our state legislature and related regulatory bodies. We believe that McDonald Carano is uniquely situated to provide the expert representation and access to decision makers that The Board requires in order to identify and address opportunities and obstacles. In particular, we believe that we have the relationships, political acumen, subject matter knowledge and technical expertise necessary to assist The Board over the long term in Nevada.

As a full-service legal and government affairs firm, McDonald Carano is well-versed in the technical and political issues facing physicians and the medical industry in Nevada, as well as the responsibilities and scrutiny of those physicians' regulatory boards. Our Government Affairs & Advocacy team includes members with diverse backgrounds and strong relationships on both sides of the political aisle. We expect issues related to scope of practice will continue to be of significance when the Nevada Legislature reconvenes, as they have in the past. We can help The Board navigate and communicate this issue.

With offices in both Reno and Las Vegas, we cover the major population centers of the State. McDonald Carano has assisted clients for almost 70 years with over 60 lawyers and government affairs professionals, and is one of the only exclusively Nevada firms in the State.

REPRESENTATIVE CLIENTS

Some of our representative clients include:

- Nevada State Board of Osteopathic Medicine
- NV State Board of Professional Engineers & Land Surveyors
- Consumer Data Industry Association
- Ambulatory Surgery Center Association
- American Cancer Society
- C&S Waste Solutions
- First Solar
- Green Tech Action Fund
- Infinite Campus
- Microsoft
- Nevada Homebuilders Association
- Southern Nevada Homebuilders Association
- Lennar Homes
- Nevada Mineral Exploration Coalition
- Oakland Raiders
- Nevada Orthopaedic Society
- NV Apartment Assoc.

Offices

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RENO

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TEAM

There are many talented members of the McDonald Carano Government Affairs & Advocacy team. Our attorneys and non-attorney government affairs professionals combined have both the depth of subject matter knowledge and the extensive relationships and political experience necessary to successfully advance The Board's objectives. The specific experience of each of our team members is detailed following this proposal.

SCOPE OF WORK

- Representation of The Board before state level executive and legislative branches, during formal and informal working groups comprised of representatives from the medical industry, including the specialty practice group meetings
- Representation includes preparation and implementation of a government affairs strategy to educate legislative leaders on The Board's issues, and attendance and reports on meetings of importance, including legislative committees, local government meetings, and regulatory workshops and hearings
- Coordinating strategy and sharing information with the Nevada State Medical Association and other specialty medical advocates with specific focus on Out of Network/Balanced Billing, Medicaid reimbursements, Scope of Practice and other related issues
- Monitoring and providing input to legislative committees
- Cultivating legislator support for policy priorities
- Using The Board members and/or licensees as appropriate to educate legislators and viable candidates

FEES

\$3,000 per month beginning July 1, 2018 - July 1, 2019

Offices

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Biographies



Susan Fisher

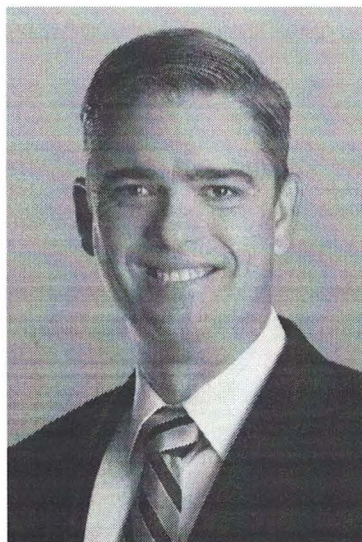
Vice President, Government Affairs & Advocacy Group

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PROFESSIONAL BACKGROUND

Susan Fisher brings nearly three decades of government relations and public policy experience to McDonald Carano. Prior to joining McDonald Carano in 2014 as Government Affairs & Advocacy Group vice president, Fisher served as executive vice president for a cooperative electric utility headquartered in southern Nevada. She has also owned and operated her own political consulting and public relations company, Fisher Consulting, based in Reno, Nevada. Having lived and worked in various parts of Nevada over the past four decades, Fisher's extensive resources and relationships assist her in providing clients with personalized service and proven results. She earned a B.A. in Journalism from the University of Nevada, Reno. While in Reno, Fisher was on the Executive Board of the National Championship Reno Air Races, Board of Directors of the Nevada Military Support Alliance, Reno Tahoe International Airport Air Services Task Force, Reno Tahoe International Airport Community Outreach Committee, Downtown Improvement Association, City of Reno Alcohol Advisory Board, and UNR President's Legislative Advisory Board.



Joshua J. Hicks *Partner*

jhicks@mcdonaldcarano.com

PHONE 775.788.2000

PROFESSIONAL BACKGROUND

Mr. Hicks is the head of the Firm's Government Affairs and Advocacy Group and has been practicing law in Nevada since 1998. He has substantial experience with state and local governments, having served as a Deputy Attorney General as well as both General Counsel and Chief of Staff to the Governor. In addition to representing clients before the Nevada Legislature and local governments, Mr. Hicks also represents clients in legal matters including state and local taxation, administrative law, election law, and economic development incentives. He has been lead counsel on seven published cases before the Nevada Supreme Court.

Biographies



Lucas M. Foletta *Attorney*

lfoletta@mcdonaldcarano.com

PHONE 775.788.2000 DIRECT 775.326.4305

PROFESSIONAL BACKGROUND

Lucas Foletta helps clients across a broad variety of industry sectors develop comprehensive strategies to tackle their legal, political and policy challenges in Nevada. Equipped with industry experience and an on-the-ground perspective from his previous work in government, Lucas represents clients before the Nevada Legislature, local governments and state government agencies in a wide array of regulatory and government affairs matters.



Lindsay Knox

Policy Director, Government Affairs & Advocacy Group

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PHONE 775.788.2000 FAX 775.788.2020

PROFESSIONAL BACKGROUND

Lindsay Knox works as a Policy Director in the Government Affairs & Advocacy Group of McDonald Carano. Ms. Knox serves as a key resource for clients, advocating on their behalf and closely monitoring legislation and regulation to identify potential issues. She has worked for the firm for nearly a decade, and offers tangible experience in a broad range of industries such as public safety and homeland security, health care, education, water, gaming, transportation, hospitality and lodging.

Biographies



Tyson Falk

Policy Analyst, Government Affairs & Advocacy Group

tfalk@mcdonaldcarano.com

PHONE 775.788.2000 FAX 775.788.2020

PROFESSIONAL BACKGROUND

As a member of the Government Affairs and Advocacy team, Mr. Falk manages and coordinates the tracking of legislation relevant to clients and the firm, aids in planning and hosting functions for legislators and elected officials, conducts legal research on matters of relevance, and prepares and provides testimony during formal hearings, the legislature, local governments, regulatory boards and commissions. He has been a registered lobbyist for three legislative sessions since 2011, where he has represented a number of interests spanning from electric utilities, energy advocacy organizations, local governments, non-profits, regulatory boards and private industry. Mr. Falk has extensive background and broad knowledge of energy policy and brings a focus on renewable energy, emerging technologies and nascent industries.



Lauren Brooks

Policy Analyst, Government Affairs & Advocacy Group

lbrooks@mcdonaldcarano.com

PHONE 702.257.4547 FAX 702.873.4100

PROFESSIONAL BACKGROUND

Lauren Brooks is a Policy Analyst with McDonald Carano where she assists in the development of legislative priorities and political strategies designed to navigate Nevada's complex political and economic landscape. Ms. Brooks has worked side by side with lobbyists, staff and elected officials within the Nevada Legislature, allowing her to establish personal and professional relationships across party lines and providing her with a unique, behind-the-scenes perspective. Her diverse experience provides attorneys and clients of the firm with a fair and distinct ability to maneuver complex issues and forge dynamic relationships.

K. Neena Laxalt
10883 Rushing Flume Drive
Reno, Nevada
(775) 762-1864
nlaxalt@msn.com

March 20, 2018

This letter is in response to the *March 8, 2018* Position Announcement for the Lobbyist position for the Nevada State Board of Oriental Medicine. Thank you for allowing me to present my background and qualifications as a lobbyist for a regulatory board.

As you can see from my below resume, my lobbying experience began 30 years ago, the past 23 years providing legislative lobbying services in Nevada. My background with representation of regulatory boards in Nevada began 21 years ago, beginning in 1997. Since that time, I have represented various boards, and business associations who work in very closely with board issues and have carried to success many pieces of legislation on behalf of those clients.

Below you will find a listing of the scope of work which I propose to my clients.

The rate for my services varies with the scope of work and the length of the contract. If services are only provided for the 6 months of legislative time, the rate will be higher because of the need to familiarize myself with the current situation of the client. If services are rendered throughout the year, the rate is lower on a monthly basis. If services are required throughout the year, I typically spread out the monthly payments which would usually be charged for legislative time only. Assuming your board will not be seeking legislative changes, I would request the rate of \$1500/month for a term of a minimum of 15 months, assuming services were to begin June 1, 2018.

Thank you for allowing me this opportunity to express my interest in representing the Nevada State Board of Oriental Medicine.

Sincerely,

K. Neena Laxalt

K. Neena Laxalt

REFERENCES

Nevada Board of Veterinary Examiners
Jennifer Pedigo, Executive Director
Ph. 775-688-1788
Email: vetbdinfo@vetboard.nv.gov

Nevada Board of Psychological Examiners
Morgan Gleich, Executive Director
Ph.775-688-1268
Email: nbop@govmail.state.nv.us

Nevada Board of Physical Therapists
Sherise Smith, Chair
Ph. 775-848-6333
Email: sherisesmithnvpt@gmail.com

SCOPE OF WORK

Legislative Session

1. Ms. Laxalt will work with CLIENT Legislative Committee Chairperson or representative appointed to develop CLIENT's legislative strategy.
2. Ms. Laxalt will attend all required meetings and activities.
3. Ms. Laxalt will provide ongoing communication with legislators, when required, keeping them informed about issues of importance to CLIENT.
4. Ms. Laxalt will work closely with legislators, legislative staff, the Governor's office, other government representatives and staff, and other lobbyists on proposals of importance to CLIENT. This will include on-on-one discussions, speaking on behalf of CLIENT at committee meetings, negotiating sessions and arranging for CLIENT to attend and/or present testimony when necessary.
5. Work will be provided within the committee process and on the "floor" to protect and promote the interests of CLIENT.

Research

1. Ms. Laxalt will become familiar with legislative issues and matters of importance to CLIENT during the Legislative Session. Ms. Laxalt will spend sufficient time with CLIENT'S Legislative Committee Chairperson or representative appointed, learning and understanding issues affecting CLIENT.
2. Ms. Laxalt will provide pertinent information and counsel to CLIENT through the Legislative Chairperson or representative appointed, on political and legislative issues during the Legislative Session.

Tracking

Ms. Laxalt will identify and monitor bills, attend and/or monitor hearings on legislative measures and other matters that may impact CLIENT.

Interim Activities

1. Ms. Laxalt will *advise* the CLIENT Legislative Committee Chairperson or representative appointed, in order to represent CLIENT at required interim legislative and state agency meetings that could have an impact on CLIENT.
2. Ms. Laxalt will attend all required CLIENT Legislative Committee meetings and activities.
3. Ms. Laxalt will *advise* CLIENT on how to provide ongoing communications with legislators, keeping them informed about issues of importance to CLIENT.
4. Ms. Laxalt will provide pertinent information and counsel to CLIENT through the CLIENT Legislative Committee Chairperson or representative appointed, on political and legislative issues during the interim sessions.
5. No written reports will be provided during the interim. The CLIENT Legislative Committee Chairperson or representative appointed, will be responsible for all legislative reports during the interim.

Client Communication and Consultation

Ms. Laxalt will provide formal and informal communication and consultation with CLIENT during the Legislative Session, and provide any required written or oral reports through and to the Legislative Committee Chairperson or representative appointed, identifying issues, legislative measures, hearings, etc. affecting CLIENT. The frequency of these reports should be reasonable and scheduled, when possible. Ms. Laxalt will remain in frequent contact with CLIENT Legislative Committee Chairperson or representative appointed, to provide information on issues of concern to CLIENT.

RESUME

1999 -Present **K. NEENA LAXALT CONSULTING, RENO, NEVADA.**

STATE LEGISLATIVE LOBBYIST

Clients include (former and current)

Regulatory Boards:

- Nevada Veterinarian Board of Examiners (1997-present)
- Nevada Board of Dispensing Opticians (2011/2013/2015/2017 Legislative Sessions)
- Nevada Board of Massage Therapists (2013/2015/2017 Legislative Sessions)
- Nevada Board of Psychological Examiners (2013 - present)
- Nevada Marriage and Family Therapists and Certified Professional Counselors Board (2005-2010);
- Nevada Physical Therapy Board (2016-present)

Business/Associations:

- Nevada Association of Land Surveyors (2015 Legislative Session)
- Nevada Propane Dealers Association (1997-present)
- Nevada Dental Hygienists Association (1997-present)
- Nevada Cattleman's Association (2009, 2011, 2013, 2015, 2017 sessions)
- Nevada Association Services (2008 – 2015)
- Chartrand Legal Management, Inc. (2011-2013 Session)
- Nevada Podiatric Medical Association (2001/2003/2005 Sessions and Special Sessions)
- Natural Lighting Co., Inc. Phoenix, Arizona (2003 Nevada Session)
- City of Sparks (1997-2005)
- Nevada League of Cities and Municipalities (2007, 2009 Legislative Sessions)
- South Truckee Meadows General Improvement District (STMGID) (2007-2014)
- Pioneer Auto Loan Center (2007 session)
- CT Resident Agents (2007/2013 sessions)
- CIGNA Health Care (2008 - 2014)
- Nevada Nurses Association (2000-2009)
- Keith Lee Law (electronic recycling 2011)
- Nevada Guardianship Association (2017 Legislative Session)
- Bob Marshall, Lemon Valley Water Inter-basin Water Transfer (1997-2000)

Issues monitored and lobbied, include but not limited to: board and association issues including scope of practice and open meeting laws and administrative laws, local government, energy, tax collection and distribution, collections, resident agents, home warranties, agriculture, natural resources, animal, various health and dental care, health insurance, motor fuels, heating fuels, solar energy, recycling, utility restructuring, redevelopment, clean air, transportation, highway funding, eminent domain, public works, water providers and water rights, public employee benefit issues, franchise fees, tort, and sovereign immunity.

1997-1999 **ROSE/GLENN GROUP, RENO, NEVADA.**

DIRECTOR, GOVERNMENT OF GOVERNMENTAL RELATIONS

Representing clients in the interim and the 1999 Legislative Session. Clients include City of Sparks, Nevada Propane Dealers Association, Nevada Dental Hygienists Association, Lemmon Valley Interbasin Water Transfer. Issues include the same as above, in addition, assisting with county negotiations for transfer of interbasin water in the North Valleys of Washoe County.

1995-1997 **MIRAGE RESORTS, INC., RENO, NEVADA.**

NORTHERN NEVADA CONSULTANT

Provided governmental and political consulting services, responsible for monitoring and assessing northern Nevada statewide legislative campaigns. Representing the Mirage Resorts, Inc., during the 1997 Legislative Session, primarily focusing on environmental, health care, electric industry restructuring, gaming and employee benefit issues.

1995 **PEOPLE FOR A FAIR LEGAL SYSTEM, PHOENIX, ARIZONA.**

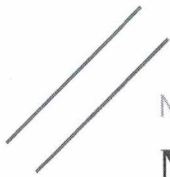
FINANCE/FUND RAISING DIRECTOR

Coordinated fund raising efforts for the on-going tort reform effort in Arizona through organizing and establishing support from local corporate CEOs and legislative representatives.

- 1994 **COMMITTEE FOR CLEAN AIR AND BALANCED TRANSPORTATION (PROP.400), PHOENIX, ARIZONA.**
FINANCE/FUND RAISING DIRECTOR
 Coordinated fund raising efforts for \$1.1 million campaign for continuation of freeway system in Maricopa County. Primarily responsible for encouraging fulfillment of pledged contributions and generating new contributor targets. Established endorsement program. Responsible for tracking ballot arguments.
- 1991-1992 **JAMIESON AND GUTIERREZ, INC. PHOENIX, ARIZONA.**
ASSOCIATE/LOBBYIST
 Provided legislative consulting and lobbying for clients. Primarily responsible for Inter Group HMO, and assisted with issues affecting the City of Phoenix, Hitachi Computers, Dimension Cable, America West, Phoenix Suns and ConAir.
- 1987-1991 **DEPARTMENT OF ENVIRONMENTAL QUALITY, STATE OF ARIZONA, PHOENIX, ARIZONA.**
LEGISLATIVE LIAISON
 Established, organized and managed environmental legislative lobbying program.
- 1984-1987 **OFFICE OF U.S. SENATOR CHIC HECHT, CARSON CITY, NEVADA.**
OFFICE MANAGER/STAFF ASSISTANT
 Managed constituent requests, assisted with media relations, liaison between Senator's office and various local, state and federal government offices.
- 1983-1984 **OFFICE OF U.S. SENATOR CHIC HECHT, WASHINGTON, D.C.**
LEGISLATIVE CORRESPONDENT
 Monitored issues relating to the Committee on Energy and Natural Resources, Select Committee on Indian Affairs, Committee on Veterans Affairs, and the Subcommittee on Civil Service, Post Office and General Service.

Recent Community Involvement:

- Aug. 2015-
 Aug. 2017 **Stewart Indian School Preservation Alliance**
Non Profit – fundraising for the preservation of Stewart Indian School, Carson City
Chairman
- Feb.2013-
 2014 **Nevada Sesquicentennial Commission**
Vice-Chair – (Administration)
<http://gov.nv.gov/News-and-Media/Executive-Orders/2013/EO-2013-02-Establishing-the-Nevada-Sesquicentennial-Commission/>
- Jan. 2012 –
 Feb. 2013 **Nevada's 150th Birthday Planning Committee**
Co-Chair – (Administration)
<http://gov.nv.gov/News-and-Media/Executive-Orders/2012/EO-2012-02-Establishing-a-Planning-Committee-for-the-150th-Anniversary-of-Nevadas-Admission-to-the-Union/>



May 1, 2018

Nevada

PROPOSAL FOR:

**Nevada State Board of Oriental
Medicine**



STRATEGIES360.COM



Description of Firm

We are Strategies 360, and our calling is to drive lasting change. We shape business, politics, and culture in the spirit of the west, where innovation, an entrepreneurial spirit, and moving beyond the status quo have long been what it takes to make an impact and create a brighter future.

We are a full-service research, public affairs, and communications firm, bringing deep expertise, providing a full range of services, and promising sharp strategic thinking that gets results. By offering more services under one roof, we guarantee every client a seamless, tailored approach.

By working together across state offices, our teams have redefined the best practices of public policy, business, marketing and strategic communications. Our services include:

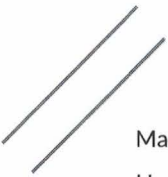
- Government Relations: State, Federal, and Local
- Communications: Reputation Management, Crisis Communications, Media Relations, and Public Relations
- Research: Message Development, Targeting and Segmentation, Campaign Polling, and Executive and Opinion Leader Research
- Public Affairs: Coalition Building, Initiatives & Campaigns; Bonds & Levies; Siting & Permitting
- Marketing & Advertising: Brand & Creative Strategy, Digital Marketing, Design & Copy, Web Engineering

Learn more about our work and teams at www.strategies360.com.

Qualifications/Background Experience

This proposal is for Government Relations, and we are pleased to field a top-notch, experienced team to work on behalf of the Nevada State Board of Oriental Medicine. Our Nevada office is based in Las Vegas, but we represent clients statewide. Our team share efforts, with Marla McDade Williams, Director, Northern Nevada, having health care policy expertise; John Ocegüera, Senior Vice President, Nevada, and Marcus Conklin, Vice President, Nevada, having the political and policy experience; and Jack Finn, Communications Director, Nevada, with the strategic communications, media and public affairs experience, to benefit you. Each of our bios is included in the section under "Our Team," but here is a brief description of our ability to oversee a successful legislative and regulatory agenda.





Marla served as legislative staff to the Legislative Committee on Health Care and the Assembly Committee on Health and Human Services from 1996 to 2003. She is well-versed in health care policy issues in Nevada, including issues related to scope of practice and regulatory oversight. You will see in her bio that she also served as the Deputy Administrator of the Division of Public and Behavioral Health of Nevada's Department of Health and Human Services, where she oversaw regulatory programs, including hospital and nursing home licensure and licensure of dietitians, music therapists, and laboratory personnel.

Jack has worked for U.S. Senator Dean Heller, U.S. Senator John Ensign, and Governor Kenny Guinn. He founded his own communications firm and served as Special Projects Manager for NV Energy. He was also a reporter for Channel 3 in Las Vegas and is an expert with communications strategy and public communication.

John Ocegüera has extensive political experience and formerly served as Speaker of the Nevada Assembly and was an elected representative in the Nevada Legislature for 12 years. He held a variety of leadership positions and chaired numerous committees, including Commerce and Labor, and Transportation. As chairman of Commerce and Labor, he presided over numerous health care practitioner licensing boards and is well-versed in these issues.

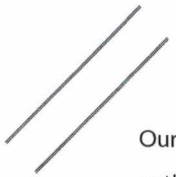
Marcus brings two decades of experience in policy development and business management to S360 clients and also has extensive political experience. He served five terms in the Nevada Assembly, served as Assembly Majority Leader and chaired numerous committees, including Commerce and Labor, and a special committee on critical housing issues. Marcus's experience chairing Commerce and Labor rounds out this team's experience and ability to successfully represent the interests of the Board.

Firm's Approach

Our approach is to rely on relationships as a means to create open lines of communication with policymakers. Beyond that, our combined experience in Nevada has resulted in an array of networks between state government, local government, regulatory boards, and private sector businesses. We pride ourselves on using technology to advance messaging when it will be helpful, and with access to professionals in our 11 other offices and significant resources in our headquarters, we can provide expert guidance to you, our client.

Legislative policies are decided in a political environment. We work closely with you to help you determine where to focus your resources. Regulations are decided in a less political environment, but it is just as essential for us to ensure we have access to agency staff. We do that by being helpful and cooperative as much as we can, and each legislative session and interim period provides an opportunity to continue to build that network.





Our approach is to keep the lines of communication open, ensure that parties with whom we are negotiating have the authority to make decisions, agree to compromise when necessary, but always to have the end goal in mind of the most important issue it is that we want enacted. If the issue is contentious, we ensure that representatives of the Governor's Office are aware of our issues, and in turn, we assess what the political environment will support. We then make decisions based on the intelligence we collect while continuing to work with you to ensure you have a comfort level with the direction policy decisions are moving.

For the Board, we would meet with your Executive Director and President and attend board meetings as necessary to understand the most important issues for you. We would jointly determine whether a bill is needed for the 2019 Legislative Session. If it is not needed, we would develop a plan with you to ensure that other bills that may be introduced are not passed with language that would be detrimental to the Board.

We have proposed an estimated timeline on the next page that will guide our work together.



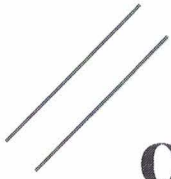


Timeline

This timeline outlines key aspects of our work for the Board.

ACTIVITY	TIME PERIOD
Assessing interim developments, including the implementation of legislation from 2017, revised regulations and newly proposed regulations.	June 2018 - July 2018
Monitoring and attending meetings of the Nevada State Board of Oriental Medicine.	June 2018 - June 2019
Meeting with the Board to develop a legislative agenda, secure bill sponsors, if needed, develop bill draft, monitor other legislation as it is proposed by other interest groups, and develop legislative strategy.	June 2018-Early 2019
Determine need to participate with legislative candidates and determine a contribution plan, if necessary.	June 2018 - November 2018
Reassess legislative plan depending on the outcome of elections.	November 2018 - December 2018
Represent the Board during the 2019 Legislative Session	February 2019 - June 2019
Complete legislative reporting and assess ongoing need for representation.	June 2019



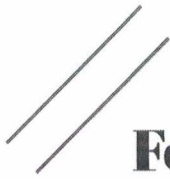


Client List

Here is our client list from the 2017 Legislative Session. We anticipate maintaining the majority of these clients for the 2019 Legislative Session.

Airbnb, Inc.	Full House Gaming	Nevada Mortgage Lenders Association
American Federation for Children	Innocence Project	NuLeaf, Inc.
Apollo	Integral Associates	Pew Research Center
Breakthru Beverage	Las Vegas Review Journal	PhRMA
Civics Education Initiative	Las Vegas Sands	Reno/Sparks Indian Colony
CPCM Holdings	Merscorp Holdings, Inc.	Security Finance Co.
Eli Lilly & Company	Nevada Assn of Anesthesiologists	TerraTech
Excellence in Education National, Inc.	Nevada Justice Association	





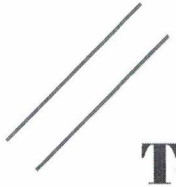
Fee Schedule

Below is the fee schedule we are proposing you invest in us. It is estimated based on the scope of services outlined earlier in this proposal for 2018/19.

CORE BUDGET

Description	Price
Monthly Rate during the Interim: \$3,000 for 8 months (6/18-12/18) Consultant's fees for service do not include additional costs deemed necessary by Client such as creating and printing materials, conducting public opinion research (e.g. polling), and providing other strategic and/or support services as requested by the Client.	\$18,000
Monthly rate during the Legislative Session: \$6,000 for 6 months (1/19-6/19) Consultant's fees for service do not include additional costs deemed necessary by Client such as creating and printing materials, conducting public opinion research (e.g. polling), and providing other strategic and/or support services as requested by the Client.	\$36,000
Estimated Reimbursable Expenses Client will reimburse for costs and disbursements, including transportation and travel costs, food, lodging and automobile mileage at the applicable federal rate per business mile, and for necessary entertainment. In addition to the payment of the Fee, Client agrees to pay Consultant all reasonable costs and expenses that are separately billed by Consultant. Such expenses shall not exceed 10% of the Fee for any monthly period , unless approved, in writing, by Client prior to expenditure. Such costs and expenses include, but are not limited to, long-distance telephone calls, copying materials, overtime clerical assistance, travel and lodging expenses, dining and entertainment, sending facsimile communications, postage and notarial attestations. Consultant shall bill Client for such costs and expenses, in arrears, and such amounts shall be due and payable 30 days following receipt thereof by Client.	\$5,400
Total	\$59,400





Techniques, Approaches and Methods

We employ a variety of techniques, approaches and methods to be successful for you.

State Legislator/Agency Meetings:

Building relationships with elected officials and executive branch officers is a cornerstone of a proactive government affairs program. We are prepared to attend meetings at your request, and we are likely to make some strategic requests for your attendance as well. Because of our extensive experience in Nevada, we maintain many relationships across the executive and legislative branches of government.

Bill Tracking:

The legislative process can be quite complicated. Few understand better than we do how to manage bills through the process. As a result, we've become quite adept at tracking bills in a timely fashion. Our success has depended on it. Not only will we track and report on bills of interest to the Board, we will adjust our recommended strategies appropriately based on changes in bill movements, or lack thereof. By having relationships with chairmen and their staff, we often know when an important bill is scheduled for a hearing before the agenda is published. For other measures, as soon as a bill is scheduled for a hearing, we know it and will notify you immediately. Our regular bill reports will give you peace of mind, and it will help your board members and others who have an interest know that we are constantly working on your behalf.

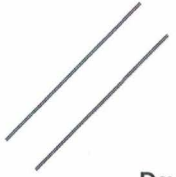
Assistance in Testimony:

Our team has prepared and delivered hundreds of hours of testimony over the years. We believe our experience as both a witness and a judge in this process gives you a unique advantage. We will work with you to determine when it is necessary for one of your representatives to deliver testimony, whether it is something we do on your behalf, or whether we decide not to testify at all based on the political dynamics of the legislation. These strategic decisions are important to our ultimate success with supporting or opposing legislation.

Legislative Alerts:

Good communication is a must in this process; it is the glue that holds the strategy together. Opportunities for testimony, legislator/agency meetings, and bill tracking will not be successful if communications break down. We will work with you to develop timely and effective lines of communication that create transparency and feedback. Per your request, we will provide you a monthly report on efforts and progress toward your goals, but we will also supplement these with updates as necessary during the session as events can move quickly.





Development of a Legislative Strategy:

The most critical component of success is having a well thought out, executable plan. Our team has worked together for many years developing successful legislative strategies. We will lean on that experience to guide this process.

Campaign Contributions/Political Participation:

Effective use of all resources is critical in any effective plan. Should you decide to contribute between sessions, Strategies 360 will advise you on the best strategy for your political participation, including expenditures of your political funds and attendance at events.





John Ocegüera

SENIOR VICE PRESIDENT, NEVADA



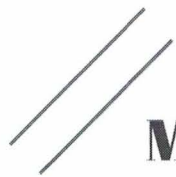
John runs our Nevada operations, overseeing a diverse mix of clients from corporations and nonprofits to campaigns and candidates. John formerly served as Speaker of the Nevada Assembly and was an elected representative in the Nevada Legislature for 12 years. He held a variety of leadership positions and chaired numerous committees, including Commerce and Labor, and Transportation. As Speaker of the Assembly in 2011, John worked with his colleagues in both houses and parties to ensure the state budget was balanced, while providing additional funding for education and other essential state services.

In addition to his legislative service, John had a 20-year career with the North Las Vegas Fire Department, working as firefighter, paramedic, engineer, captain, battalion chief and retiring as an assistant chief in 2011. As assistant chief, he developed and implemented a comprehensive emergency operations program and managed 220 personnel and a multi-million dollar budget.

John has also served on numerous boards and in many different leadership positions. He was named "Elected Official of the Year" by the American Heart Association and the National Association of Social Workers, Nevada Chapter. John received a "Top 40 Under 40" award from *In Business Las Vegas* and was named "Consumer Advocate of the Year" by the Nevada Trial Lawyers. John's most cherished honor was having his name placed on the Distinguished Service Wall at the Nevada Firefighters Memorial, joining only 17 other firefighters who have been so honored. Since leaving office, John has built a successful consulting practice.

A fourth generation Nevadan, John has a busy family life with three young children, and enjoys time in the great outdoors on his ATV. John has a bachelor's degree in fire science from Cogswell Polytechnic College, and earned a master's in public administration and a law degree from the University of Nevada, Las Vegas.





Marcus Conklin

VICE PRESIDENT, NEVADA



Marcus brings two decades of experience in policy development and business management to S360 clients.

Elected to the Nevada Assembly for five terms, Marcus served as Assembly Majority Leader and chaired numerous committees, including Commerce and Labor, and a special committee on critical housing issues.

Marcus has extensive experience in the private sector. Previously, he was associate director of the Lied Institute for Real Estate Studies at the University of Nevada, Las Vegas, overseeing a \$4 million endowment, staffing and key programs in real estate education and research. He also expanded the client base for a construction company as a vice president in business development. As director of corporate marketing at Corestaff Services, Marcus increased market share and growth for the professional staffing services agency.

Outside of work, Marcus enjoys water polo, golf, travel, and wine. A 15-year resident of Las Vegas, Marcus has been very active in the community, most recently as a founding board member of the Economic Club of Las Vegas.

Marcus is a cum laude graduate of the University of Redlands with a B.A. in political science and economics. He has an M.A. in political science from Midwestern State University, and another M.A. in economics from the University of Nevada, Las Vegas.





Marla McDade Williams

DIRECTOR, NORTHERN NEVADA



Marla McDade Williams brings more than 25 years of government and policy experience to S360. She maintains a network of strong relationships across interest groups, carries a deep understanding of policy development and analysis, and has the ability to navigate complex levels of government bureaucracy.

Prior to S360, Ms. McDade Williams served as a Deputy Administrator in the Division of Public and Behavioral Health in Nevada's Department of Health and Human Services. Here, she was responsible for the interpretation and enforcement of statutes and regulations governing public health and safety in Nevada, and represented the division before the state legislature. Marla is viewed as a leading policy expert for medical marijuana, having shepherded the successful adoption of regulations governing medical marijuana establishments in Nevada, and has been called upon to provide guidance through the regulatory process for recreational marijuana as well.

Prior to serving as the Deputy, Ms. McDade Williams served as a Bureau Chief in the Division where she regulated health facilities. She also served 8 years on staff in the Nevada State Legislature.

Ms. McDade Williams earned her bachelor's degree in political science from Washington State University, and served as intern and staff to then Washington State Sen. Patty Murray during that time. Ms. McDade Williams went on to receive a master's degree in public administration from the University of Nevada, Reno.





Jack Finn

COMMUNICATIONS DIRECTOR, NEVADA



Jack Finn serves as Communications Director, Nevada in Strategies 360's Las Vegas office. Finn helps S360 clients navigate the worlds of strategic communications, media relations, and public affairs, bringing experience and expertise from a career spanning across politics and news media.

Finn most recently worked for U.S. Senator Dean Heller, (R-NV), as the Senator's Southern Nevada Director, overseeing community outreach and constituent service and coordinating the Senator's public schedule in southern Nevada.

As a long-time political advisor, Finn has worked for several of Nevada's top elected officials at multiple levels of government. He previously served four years in Washington, D.C. as Communications Director for former U.S. Senator John Ensign, and was the first Press Secretary for former Nevada Governor Kenny Guinn. Finn, having grown up in Southern California, arrived in Las Vegas in 1993 as a television news reporter for KSNV Channel 3, formerly KVBC.





Conclusion and Next Steps

We are pleased to submit this proposal for consideration by the Board. We have the expertise needed to represent the Board, and Strategies 360 is poised to ensure policymakers see the Board as a leader for practices related to oriental medicine in Nevada. We have the ability and power to direct the narrative and accomplish your goals.

Contact Information

Here is our office contact information:

Office Phone: (702) 800-2100
10801 W. CHARLESTON BLVD #420
LAS VEGAS, NV 89135

Here is our individual contact information:

- John Ocegüera, Senior Vice President, Nevada; Cellular Phone: (702) 688-0177
- Marcus Conklin, Vice President, Nevada; Cellular Phone: (702) 858-0658
- Marla McDade Williams, Director, Northern Nevada; Cellular Phone: (775) 315-4728
- Jack Finn, Communications Director, Nevada; Cellular Phone: (702) 816-8254



Dan Musgrove Advocacy Inc.

ADVOCACY SERVICES ON BEHALF OF THE BOARD OF ORIENTAL MEDICINE:

Dan Musgrove Advocacy Inc. (hereinafter referred to as Dan) provides advocacy and consulting services at all levels of government in Nevada. Dan manages clients' government affairs, public policy initiatives, and lobbying before local and state governmental entities, regulatory bodies, state agencies and the Nevada State Legislature.

Dan helps clients develop and execute strategic local and state government affairs advocacy initiatives that are consistent with the clients' long-term business goals. In the 30 plus years that Dan has worked to build his government affairs advocacy skill set, he would bring the following principles to bear upon behalf of the Board of Oriental Medicine: the thoughtful evaluation of the needs of the Board; a seasoned expert's design of strategies to accomplish those needs on whatever level of government that it may be required – be it with state regulators and staff, state legislators or with the executive branch of State Government. Those strategies of advocacy encompass working with those staff and elected officials, as well as interest groups and allies for grassroots support. That advocacy is put forth in an effective and coordinated manner.

BACKGROUND ON DAN MUSGROVE ADVOCACY:

Dan Musgrove, the President and CEO of Dan Musgrove Advocacy has over 30 years' experience in the fields of communications, labor relations, and government affairs advocacy, in both the private and public sector. Dan has successfully negotiated labor contracts, developed and executed communication strategies, and successfully delivered on major legislative and government relation's advocacy strategies on a city, county, state, and federal level.

Prior to forming Dan Musgrove Advocacy in 2010, Dan was a Vice President of Government Affairs for the McDonald Carano Wilson Government Affairs Group for three years. His client list included NAIOP of Southern Nevada, the Nevada League of Cities, and Edison Energy. Dan also served as the chief legislative advocate for Clark County, Nevada, the University Medical Center of Southern Nevada, the University of Nevada Las Vegas, and as a principal lobbyist for the City of Las Vegas. Since leaving local government to enter the private sector, Dan has lobbied on behalf of the Valley Health System of Hospitals since 2007 (a subsidiary of Universal Health Services); on behalf of Amerigroup of Nevada (a subsidiary of Anthem) that provides Medicaid Managed Care services for the State of Nevada since 2008; the City of North Las Vegas, and the Southern Nevada Health District. Other clients have included Intermedix, LegalZoom, the Barrett-Jackson Collector Car Auction Company, and the Subcontractors Legislative Coalition.

Dan is a native Nevadan, born in Reno and a resident of Las Vegas since 1971 and is a graduate of the University of Nevada-Las Vegas with a degree in Communications. Much of the reforms identified by the Consortium have been adopted by the State of Nevada

Dan Musgrove Advocacy Inc.

PROJECT SCOPE:

The Board of Oriental Medicine (hereinafter referred to as the Board) has decided to retain the services of a Lobbyist for representation leading up to and through the 2019 Session of the Nevada Legislature. It is so great that the Board has decided to begin this process much earlier than in the prior Legislative Session of 2017. As the Board learned – there is an importance to “hitting the ground running” to both be proactive on behalf of the Board’s key issues as well as playing defense on those issues that could be detrimental to the goals of the Board. Especially important as the Board deals with the issues of Dry Needling both with Physical Therapists and Chiropractors is having a bill introduced that can define and protect the safety of the patient and that will require advance work with Legislators. That issue requires someone who has represented similar types of clients in the healthcare world and has the relationships among key Legislative decision-makers that Dan has already established. Dan understands the Board’s issues, knows who the key decision makers are, understands what is required to navigate the government bureaucracy, and has the contacts and relationships to achieve the Board’s immediate goals.

On behalf of the Board of Oriental Medicine, Dan would provide the following support:

- Conduct strategic planning sessions with key Board leadership to identify and prioritize key issues.
- Identify any proposed legislation that would be of interest to the Board.
- Monitor all Legislative Hearings that have issues of importance to the Board.
- Represent the Board at political events (if appropriate)
- Advocate positions to key elected and appointed officials within Nevada State Government.
- Provide government affairs-related analysis or research
- Collect and disseminate relevant intelligence
- Represent and position the Board with all relevant state officials and agencies who might serve as advocates for the interests of the Board as well as those that might be in contradiction of the goals of the Board and work to mitigate their influence or opposition.
- Provide continued advocacy, consultative and strategy support on behalf of the Board.

PROJECT BUDGET

Fees

Fees for the Government Affairs Advocacy and Consulting Services outlined above are proposed at the following rate:

\$2,000 per month beginning upon execution of a contract through January 31st, 2019.

\$3,000 per month beginning February 1st - June 30th, 2019. This agreement could be extended upon mutual-agreement and understanding.

Dan Musgrove Advocacy Inc.

Expenses

Professional services fees do not include expenses related to general office costs such as copying, mailing, producing exhibits, etc. Those will be billed on a cost basis.

Expenses for meals, entertainment, travel and lodging will be billed on a cost basis when travel is warranted and approved in advance (not expected) by the Board and will be supported by receipts. Expenses for meals and entertainment that occur anytime because of advocacy on behalf of the Board may be billed on a cost basis and supported by receipt. Living expenses during the Legislative session while in Carson City will not be billed to the Board.

NO GUARANTEE

Dan Musgrove Advocacy Inc. makes no representations or warranties with respect to the outcome or results of any lobbying or advocacy services provided hereunder. Dan Musgrove Advocacy Inc. shall use its very best efforts consistent with applicable laws, the direction it receives from the Board, and customary industry practices and standards to achieve the desired outcome and results of its services, but makes no guarantees or promises with respect to any such results or outcomes.

This agreement may be terminated by either party for any, or no cause upon 30 days written notice. If either party elects to terminate, the Board will take all steps necessary to free Dan of any obligation to perform further services, and Dan will be entitled to be paid at the time of termination for all services rendered and costs and expenses paid or incurred on behalf of the Board.

Submitted by:

Daniel C. Musgrove / President and CEO

Dan Musgrove Advocacy Inc.

9975 Oak Creek Canyon Avenue

Las Vegas, NV 89147

702.860.9900 / dan@dmadvocacy.com

Tax ID #: 27-2293011

Ex. 4

Daniel Davies, Ph.D.
President and CEO
Wongu University of Oriental Medicine
12 April 2018

RE: Nevada State OM Board Annual Approval of College Curriculum

Dear Nevada State OM Board,

Please find attached documents supporting Wongu University's application for 2018 Annual Curriculum approval. The documents include:

- Email from Mark McKenzie, Executive Director of ACAOM, notifying Wongu University of an extension of accreditation with site visit scheduled for Spring 2018. Full accreditation decision expected in August 2018.
- ACAOM Site Visit Approval scheduled for April 17-29, 2018
- Letter from the Nevada Commission on Postsecondary Education (CPE) announcing full licensing of Wongu University for two years dated November 9, 2016.
- Nevada CPE License to operate a Private postsecondary Educational Institution in Nevada December 1, 2016 thru November 30, 2018.

We request that the Nevada OM Board consider a request to reduce the annual fee for approving curriculum from \$5000 to \$1000 at the next Board meeting.

Warmest regards,



Daniel Davies
President and CEO
Wongu University of Oriental Medicine
8620 S. Eastern Ave.
Las Vegas, NV 89123
College: 702-463-2122
Personal Cell 702-908-6184

Brian Sandoval, Governor



Maggie Tracey, O.M.D., *President*
Vince Link, O.M.D., *Vice President*
Lisa Mathews, O.M.D., *Secretary/Treasurer*
Fely Quitevis, *Member*
Abraham Jim Nagy, MD, *Member*
Merle Lok, *Executive Director*

NEVADA STATE BOARD OF ORIENTAL MEDICINE
APPLICATION FOR ORIENTAL MEDICINE SCHOOL ANNUAL CURRICULUM
APPROVAL

Name of Oriental Medicine School: WONGU UNIVERSITY OF ORIENTAL MEDICINE
Address: 8620 S. EASTERN AVE
City: Las Vegas State: NV Zip Code: 89123
Phone Number: (702) 463-2122 Fax Number: (702) 946-5050
Email Address: president@wongu.org

Please submit \$5000 pursuant to NAC 634A.165 for the curriculum review fee by February 1 and the following documentation from Category A or B:

A. Curriculum documentation for your Oriental Medicine School;

OR

B. Approval and/or Licensing Certificates for your Oriental Medicine School from:

1. The Accreditation Commission for Acupuncture and Oriental Medicine ("ACAOM") or a national oriental medicine school accreditation body; and
2. The Nevada Post-Secondary Education Department.

I hereby certify that the information provided is accurate.

Signature: Daniel Davies Date: 4/12/2018
Name: DANIEL DAVIES Position: PRESIDENT & CEO

Updated: February 2017

----- Forwarded message -----

From: **Mark McKenzie** <mark.mckenzie@acaom.org>

Date: Fri, Oct 7, 2016 at 1:26 PM

Subject: RE: Request to extend Candidacy

To: Daniel Davies <ddavies@wongu.org>

Cc: Yeaji Suh <ysuh@wongu.org>, Monica Matos <monica.matos@acaom.org>, Mike Skoglund <mike.skoglund@acaom.org>

Hello President Davies,

Your August 18, 2016 request for a one-year extension of candidacy has been granted. Your Self Study Report for Initial Accreditation will be due no later than October 1, 2017 followed by a spring 2018 site visit and Commission review at the August 2018 Commission meeting. A letter of intent to submit the self study is due on September 1, 2017 consistent with the instructions contained in the previous action letter. Please note that under ACAOM policies and U.S. Department of Education regulations candidacy may not extend beyond 5 years.

Please let me know if you have any additional questions.

Thank you!

Mark

Mark S. McKenzie, PhD, MsOM, LAc

Executive Director

Accreditation Commission for Acupuncture and Oriental Medicine

8941 Aztec Drive

Suite B

Eden Prairie, MN 55347

952.212.2434 ext. 102

Mark.McKenzie@acaom.org

www.acaom.org

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The Accreditation Commission for Acupuncture and Oriental Medicine

SITE VISIT APPROVAL FORM

Date Sent: January 16, 2018 Response Due (see Note below): January 23, 2018
Institution: WUOM, Las Vegas, NV Visit type: Comprehensive SV - masters initial accred. INSTITUTION

Proposed Site Visit Dates: April 17-19, 2018

Category Proposed Site Visitor Name, Credentials & Email

- Chair: Catherine Niemiec, JD, LAc, President/CEO, PIHMA, Phoenix, AZ
Administrator: cniemiec@pihma.edu
- Visitor: Alex Holland, MAc, LAc, President, ASAOM, Tucson, AZ
Academic: stoneland@comcast.net
- Visitor: Thomas Kouo, DAOM, LAc, Academic Dean ESATM Bloomfield, NJ
Educator: tkouo@esatm.edu
- Visitor: Robert Lee, DC, LAc, LMT, Syosset, NY
Practitioner: wellintegrativecare@gmail.com

The proposed site visitors have been prescreened by ACAOM and no one appears to have an actual or possible conflict of interest as outlined in the ACAOM *Conflict of Interest and Disclosure Policy* (<http://acaom.org/policies/conflict-of-interest-and-disclosure/>).

Site visitors are considered **approved** unless a program or institution can provide written and supported justification satisfactory to ACAOM why a proposed site visitor (or visitors) should be excluded.

If the proposed dates or visitors are unacceptable, please provide explicit written and supported documentation to Jason Wright, Director of Accreditation Services at jason.wright@acaom.org

Acknowledgement

I approve the proposed site visit dates and team members as listed above.

Name of administrator completing this form: DANIEL M. JAVIES

Title of administrator: PRESIDENT ← CEO

Date completed: 1/17/2018

checking this box constitutes the electronic signature of the named administrator.

NOTE: upon institutional acknowledgement of date and team approval, notice will be sent to the relevant state higher education executive officers association, state acupuncture licensing agency, and regional/national accreditor (when applicable).

(Please Note: If this completed form is not returned by the above due date, ACAOM will proceed with scheduling the site visit team as listed.)

Please return completed form to jason.wright@acaom.org



COMMISSION ON POSTSECONDARY EDUCATION

November 9, 2016

DANIEL DAVIES
WONGU UNIVERSITY OF ORIENTAL MEDICINE
8620 S. EASTERN AVENUE
LAS VEGAS NEVADA 89123

Dear Dr. Davies

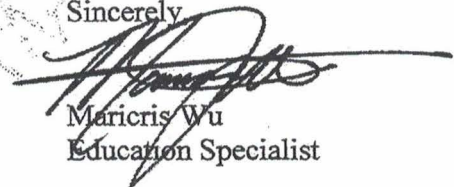
The Commission on Postsecondary Education granted Wongu University of Oriental Medicine a full term license during the November 2, 2016 Commission meeting to operate a private postsecondary education institution under the provision of the Nevada Revised Statutes and Nevada Administrative Code, Chapters 394.

Enclosed is your 24-month full term license reflecting this action and the student grievance procedure. Both it and the license must be conspicuously posted at the institution pursuant to NRS 394.443. Please take a moment to review it carefully and check its accuracy if any changes are required.

Approximately 60 days before the expiration of the license, the institution must complete and file with the Administrator an application for renewal of its license per NRS 394.460 (7). As a reminder, you are required to contact this agency prior to any change in status of the schools, location, name, ownership, curriculum, etc. The institution is required to maintain the surety bond until such notice from the Commission.

Please be advised to be familiar with the NRS and NAC Chapters 394. The laws can be obtained at www.cpe.state.nv.us. If you have any questions, please contact this agency.

Sincerely,



Maricris Wu
Education Specialist

cc: Kelly Wuest, Administrator Commission on Postsecondary Education

LICENSE
to operate a
PRIVATE POSTSECONDARY EDUCATIONAL INSTITUTION
in the
STATE OF NEVADA

SCHOOL NAME

WONGU UNIVERSITY OF ORIENTAL MEDICINE/602
8620 S. Eastern Ave
Las Vegas, Nevada 89123

LICENSE TYPE

Full Term

TERM

December 1, 2016 thru November 30, 2018

OWNING ENTITY

Wongu University of Oriental Medicine

Additional Training Location

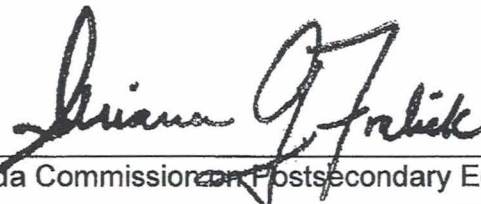
8630 S. Eastern Ave.
Las Vegas, NV 89123

AUTHORIZED PROGRAM

Masters of Science in Oriental Medicine

NEVADA COMMISSION ON POSTSECONDARY EDUCATION

ISSUES THIS LICENSE PURSUANT TO CHAPTER 394 OF THE NEVADA REVISED STATUTES AND REGULATIONS THEREUNDER



Chair, Nevada Commission on Postsecondary Education

Issued; November 9, 2016

RAISED SEAL
REQUIRED