

Proposal to Provide Government and Regulatory Affairs Services to

Nevada State Board of Oriental Medicine

September 15, 2022

Prepared for:

Merle Lok
Executive Director
Nevada State Board of
Oriental Medicine

Table of Contents

Firm Overview.....3

- Introduction to the Team
- Government Relations
- Nevada Representation and Experience

Client Services.....6

- Commuication
- Fees for Services

Attachments.....7

- Team Biographies

Firm Overview

Lewis Roca Rothgerber LLP is one of the largest law firms in the Western U.S. Our attorneys and staff are consistently recognized as leaders in the profession, offering legal resources in Albuquerque, Colorado Springs, Denver, Las Vegas, Los Angeles, Phoenix, Reno, Silicon Valley and Tucson.

Lewis and Roca began in 1950 and is known throughout the West as a firm committed to diversity, public service, and excellence. We have successfully handled complex cases involving multiple parties and jurisdictions, substantial economic claims, and the most challenging legal issues. Our advice encompasses corporate and commercial transactions, litigation and dispute resolution, intellectual property, government and regulatory, gaming and more.

In 1966, we handled and won the *Miranda* case at the U.S. Supreme Court. In 1973, we were the first mid-sized or larger law firm in the Southwest or the Rocky Mountains to elect a woman partner, Mary Schroeder, who went on to become Chief Judge of the Ninth Circuit. In 1998, Lewis and Roca became one of the first major firms in the U.S. to elect a Hispanic, José Cárdenas, as its Managing Partner. We started the highly regarded Florence Immigration and Refugee Rights Projects, which each year provides free legal services to thousands of immigrants who are detained in facilities in Arizona. We believe in, work for and celebrate diversity. We are an active member of the DuPont Legal Network. We have always recruited nationally.

All firms claim they provide great service and value relationships with their clients. We believe we can demonstrate Lewis Roca's deep commitment to such principles. Overall, as a combined firm, Lewis Roca is able to help clients facing legal challenges across a broader geographic area. Clients will benefit from the combined firm's expanded legal capabilities and larger geographic footprint. Reflecting our commitment to excellence is a dedication to diversity and inclusion, and active participation in the communities we serve.

Introduction to the Team

Thank you for providing Lewis Roca Rothgerber LLP the opportunity to be selected as outside counsel for the Nevada State Board of Oriental Medicine. We believe that our Government Relations practice group will provide what we believe the Nevada State Board of Oriental Medicine will find is unparalleled service, sensitivity, commitment and quality.

Sixty-four Lewis Roca attorneys are recognized in the current edition of *The Best Lawyers in America* including the chair of our Indian Affairs practice. Over half of our lawyers have achieved *Martindale-Hubbell Legal Directory's* highest preeminent rating. Members of the firm hold leadership positions in key energy interest, economic development, trade and industry, civic, cultural and charitable organizations. Lewis Roca is pleased to offer a qualified team of professionals to serve the Nevada State Board of Oriental Medicine's needs. Complete biographies for each of the proposed team members are included at the end of this proposal.

Government Relations

Lewis Roca has well established government relations practice in Nevada. As one of the Southwest's oldest and largest firms we have had the privilege to gain experience and develop relationships in great depth. Our thorough understanding of the politics and history of the region gives our clients a competitive edge.

It is our mission to construct a comprehensive agenda for you and to pursue it in a timely and meaningful way.

At Lewis Roca we will create a government relations plan that is designed to educate key people in the community about the need for appropriate legislation and policies which will strengthen your public policy interests. In the course of our representation, we strive to achieve the following:

- Raise the client's profile by building relationships with decision-makers who have jurisdiction and responsibility over matters affecting client interests.
- Create fact sheets and talking points that effectively convey your concerns to public officials.
- Identify acceptable outcomes in legislative and regulatory matters and continually access progress and prospects for success.
- Prepare, track and lobby for or against legislative proposals as needed to protect your interests.

- Attend hearings and meetings where legislation regulations that may impact you are developed, negotiated, and advocate your positions as necessary.
- Develop opportunities to work together with stakeholders having common interests, to devise a coordinated strategy.
- Monitor ongoing legislative and regulatory initiatives and contract opportunities.
- Conduct regular meetings to update you on the status of our government relations strategy.

We help our clients understand the government decision-making process and we help you to craft, manage and promote your public policy message. We anticipate what is needed, we develop it, and we make it work.

Nevada Representation and Experience

Lewis Roca regularly represents its clients' interests before the Legislature, the Governor's Office and administrative agencies on a wide variety of matters. The firm's Government Relations group members also develop, coordinate and implement strategies before governmental bodies. We follow legislation and assist in developing, coordinating and implementing strategies before the Nevada Legislature, Nevada's Constitutional Officers other state and local governmental agencies.

Lewis Roca handles every client relationship with two principal goals: to provide responsive, consistent client contact and to deliver value to our clients through efficient and excellent work. Long-term mutually satisfying relationships with our clients are the lifeblood of Lewis Roca. Accordingly, at the outset of our relationship, we would work with you to gain a full understanding of the precise scope of the regulatory and legislative matters to be handled, and the Nevada State Board of Oriental Medicine's priority of these matters. In follow-up to the information, we would learn all we can about your principal goals and concerns as they relate to the legislative and regulatory matters involved and would tailor our strategic advice to meet your overall goals.

The primary objective of our Government Relations team is to establish, maintain and enhance your association's visibility and to protect your best interests in Nevada's political landscape. In order to successfully represent your company our priorities include:

- Establish a position of stature in the Nevada political community by building relationships with decision-makers who have jurisdiction and responsibility over matters affecting your association
- Raise awareness and create a positive perception in the public's eye
- Establish a position of stature in the Nevada political community

- Active representation during the legislative session, including preparation, tracking, and lobbying for legislative proposals to promote your association's interests
- Strategy for interim year including access to Interim Committee Meetings and Special Committee Meetings
- Share our thorough knowledge of the regulatory process with you
- Involve the association in the appropriate local government activities, political campaigns and relevant coalition building projects

Non-partisan

Our long-term success in government relations reflects an ability to work substantively and pragmatically with policymakers across the spectrum. We are not a partisan firm, but instead prefer to focus on substantial issues rather than political goals of affiliation. What this means for your association client is not only an ability to connect with policy makers and lawmakers at all levels of government – state, county or municipal – but also the ability to work with the key decision makers regardless of political affiliation.

Client Services

Communication

Communication is the foundation for a cost-effective and successful client relationship. Lewis Roca Rothgerber LLP will continue to work closely with your in-house representatives to clearly evaluate legislative issues and determine, from the outset, appropriate strategies for delivering high-quality legislative services of acknowledged and exceptional value.

We encourage regular meetings between our lawyers and your in-house representatives. Whether these meetings occur in person, by conference call or by videoconference, we think it is important that we get to know each other and communicate frequently so that we can better understand your goals and strategies, as well as your corporate culture and approach to legal matters. Frequently these meetings may take the form of informal discussions with only one or two lawyers and with no formal agenda. On occasion, it will likely make sense to get together in person. We can be available to come to you and welcome your in-house representatives to visit any of our office locations.

We encourage the implementation of Lewis Roca's Client Service Assessment (CSA) tool. The program was designed to accomplish one goal: to ensure our delivery of high-quality legal service. The assessment is conducted via interviews with our client's applicable in-house representatives. We measure a number of criteria including responsiveness, work product quality, project management, cost effectiveness, billing practices and other criteria appropriate for the particular relationship.

We do not measure for measurement's sake. Once we have received the feedback, we develop an action plan to address any concerns. It is our way of enhancing our working relationship and making sure we continually improve the quality and consistency of our service. After implementation of the action plan, we follow-up with the client to determine if our steps are improving the issues identified. If not, further steps will be taken.

We are committed to working with the Nevada State Board of Oriental Medicine to provide cost-effective government affair services. Our proposal for providing State, local, legislative and professional services, local government services and assistance with multiple RFPs is a periodic retainer **of \$5,000 per month during legislative session months** and **\$2,500 per month during non-legislative months**. This fee is negotiable.

The retainer payments shall cover state, local and regulatory services. Nevada State Board of Oriental Medicine will be responsible for paying reasonable costs and expenses that we incur in connection with our representation. This includes travel expenses of our attorneys, and fees charged by governmental agencies.

We have taken great care in creating a team of professionals and attorneys for the Nevada State Board of Oriental Medicine who have superior legislative and legal experience as well as in-depth knowledge of their respective areas. Complete biographies for each of the proposed team members are included.

Team Biographies

Relationship Manager

Alexandria Cannito will serve as your relationship manager and the Nevada State Board of Oriental Medicine's primary point of contact at the Firm. Ms. Cannito is a Government Affairs Coordinator in the firm's Government Relations Practice Group. She is involved in every facet of our practice, from monitoring legislative bills, meeting with elected officials, planning our office's political fundraisers, working with clients on various state and local government affairs issues and helping to market our practice and the Firm. After successfully completing her first legislative session in 2019, she has proved that she is an invaluable asset to our team.

Prior to working at Lewis Roca, Ms. Cannito worked for nearly five years at Reno's NBC affiliate news station, KRNV News 4. She began her news career as a morning video editor, and quickly moved up the ranks on the morning show as an associate producer then reporter, where she continued to be a staple of the News 4 Today team. She covered a wide range of stories from nonprofit fundraising events to the 2016 presidential election to the drought saving winter in northern Nevada.

Ms. Cannito has a B.A. in Broadcast Journalism from the University of Nevada, Reno which she earned while maintaining her role as the first recipient of the Nevada Broadcasters Association's Tony and Linda Bonnici Broadcasting Scholarship. She is currently earning her Master of Business Administration with an emphasis in Finance at the University of Nevada, Reno.

Ms. Cannito's direct contact information is:

Alexandria Cannito
Lewis Roca Rothgerber LLP
1 East Liberty Street, Suite 300
Reno, Nevada 89501
Phone: 775.321.3424
Fax: 775.823.2929
Email: ACannito@lrrc.com

Government Relations Principal

Alfredo Alonso is the Principal of the Government Relations Practice Group. Mr. Alonso works extensively in both northern and southern Nevada and has regularly represented clients before the Nevada Legislature and state and local government agencies since 1995.

Mr. Alonso served as Deputy Press Secretary and as Legislative Assistant for Banking, Housing, and Urban Affairs for former Senator Jacob "Chic" Hecht from 1985-1989. He was subsequently retained by Congresswoman Vucanovich as her Senior Legislative Assistant where he was responsible for the development of legislation that affected gaming, small business, foreign affairs and banking, among other issues. He also served as the Congresswoman's policy analyst for the Committee on House Administration. Upon his return to Nevada, Mr. Alonso served as Deputy to Secretary of State Cheryl Lau. During his tenure as Deputy Secretary of State, he served as the State's election administrator and was responsible for assisting in the drafting and advocating for much-heralded Nevada election reform laws

Given Mr. Alonso's substantive experience, we believe he is more than qualified to serve as your relationship manager. We think that you will find him to be very approachable, responsive and sympathetic to the need to obtain high quality state and local government affairs services.

Mr. Alonso's direct contact information is:

Alfredo Alonso
Lewis Roca Rothgerber LLP
1 East Liberty Street, Suite 300
Reno, Nevada 89501

Phone: 775.321.3421
Fax: 775.823.2929
Email: AAlonso@lewisroca.com

Legal Counsel

Garrett Gordon is a partner in the firm's Business Practice Section. He practices in the areas of land use law, real estate law, and government relations. Mr. Gordon has represented clients before numerous local governments and state agencies including city councils and planning commissions in Reno, Sparks, Las Vegas and Henderson, County boards and planning commissions in Clark and Washoe counties, the Nevada Ethics Commission, the Nevada Real Estate Commission, the Commission for Common Interest Communities and County and State Boards of Equalization.

He represents developers in a variety of projects including those involving the acquisition, entitlement and development of a Triple-A baseball stadium entertainment district, STAR Bonds, developer agreements, master planned communities, mixed use developments, aggregate mining sites, hotel/casino projects, real estate brokerage issues and real estate division compliance. His education and experience in urban planning adds a considerable depth of understanding to his Real Estate and Land Use practice.

Mr. Gordon also represents clients before the Nevada Legislature on a wide-variety of topics including land use, development, zoning, water rights, common-interest communities, gaming, liquor, vehicle, health care issues, real estate brokerage and real estate law.

Mr. Gordon's direct contact information is:

Garrett Gordon
Lewis Roca Rothgerber LLP
1 East Liberty Street, Suite 300
Reno, Nevada 89501
Phone: 775.321.3420
Fax: 775.823.2929
Email: GGordon@lrrc.com