



If you ignore politics, you will be ignored.

PROACTIVE...
PROGRESSIVE...
POLICY SOLUTIONS.



PROACTIVE

We will get ahead of the curve on your behalf in order to avoid any surprises that compromise your organization's effectiveness both internally with shareholders and officers as well as externally with policy makers, the media and consumers.

PROGRESSIVE

Our access to top decision makers both elected and appointed enable us to get buy-in for out of the box solutions. We have established a level of trust and integrity that enables us to inject new ideas into the process for your dynamic challenges.

POLICY SOLUTIONS

We understand that policy will evolve and positioning your organization for long-term solutions is our specialty. We will ensure that you will never have a door close because focusing on attaining results drove you to ignore a key step in the process.

The most singular and powerful distinction of Cruz & Co. is our proven ability to produce highly imaginative, innovative rock-solid solutions.

Management Summary

The Cruz & Co. team brings diversity and depth to your advocacy efforts. Cruz & Co. offers clients a full array of governmental affairs, public policy, appropriations and issue management services. Cruz & Co. has advocated in the government and the private sector, the Florida state legislative and executive branches, and other state and local governments. Our skill sets include legislative, executive and grassroots advocacy, policy development, issue campaign support, media relations, communications and marketing statewide. Our myriad of capabilities and knowledge in combination with our diverse perspective allows us to provide a unique array of services to our clients.

Governmental affairs, media relations and issue management are always multifaceted. Cruz & Co. works with clients to analyze the issues at hand, identify the various interests affected and develop a plan that best

meets our clients' needs. We excel at understanding the internal and external factors influencing your public policy priorities. This is a year-round philosophy; we strive to position our clients at the forefront of policy and public direction.

Media relations challenges are ever changing. With a decrease in traditional media and an increase in emerging and evolving "social" media, organizations are often finding a multi-faceted approach is needed. Our media relations team member is an expert in local media as well as the media's coverage decision process.

We believe that our range of substantive expertise, our current and active political relationships, and personal diversity allow the Cruz & Co. team to offer clients the local and statewide reach to facilitate their goals.

Business Plan

Client needs and concerns have to be addressed by building understanding and consensus between South, North and Central Florida interests. The Cruz & Co. team sees Florida as one region and not segmented corridors. Using this perspective, client services include:

Local Interaction

Cruz & Co. specializes in helping clients maneuver through and work with local government, its agencies and independent authorities. Our partners have a long history with assisting businesses to interact successfully with all segments of the local leadership. Strategies must be prepared identifying issues and a plan to deal with them.

The service quality program is built around the preparation of tasks, completion of which would be in accordance with a timetable, with our internal work to be completed quickly. A measure of success is a win on issues!

In Tallahassee on the Legislative and Executive fronts, we understand the rule-making process and we will:

- Provide policy analysis
- Coordinate with interest groups
- Interact with agency staff year-round
- Serve as liaison with all legislative delegations
- Conduct meetings with legislators and staff
- Meet directly with agency staff first, then with the executive
- Prepare legislation and amendments to filed bills
- Prepare, deliver and review committee testimony
- Focus on appropriations staff during key developmental months

Quality Assurance

The Cruz & Co. team will use proven quality assurance and control standards that have made us successful in client relationship satisfaction. Accurate and prompt reporting has been a basic tenet of the Cruz & Co. team. We adhere to simple solution strategies and full team interaction on all client matters. Our process of evaluation consists of:

- Weekly team meetings – “Collaborate as One”
- Weekly client interaction
- Realistically manage goals

Business Plan Approach

Cruz & Co.’s success in working with clients is in our ability to adapt proven methods to each project.

Elements of the successful business plan approach are:

- Identifying of all stakeholder positions
- Assisting with project definition
- Developing a comprehensive plan with tasks and timetables beginning with the date of the end result and working in reverse
- Developing a communication plan for immediate implementation
- Creating necessary public and public/private relationships
- Obtaining all necessary governmental support and participation
- Resolving regulatory issues
- Negotiating contracts
- Securing approval of all actions by necessary governmental and private organizations
- Designing marketing strategies
- Staying creative and flexible

Cruz & Co. Staff



CARLOS CRUZ has an extensive governmental relations practice. His years of service have enabled Carlos to become well versed on a variety of local, state and national policy issues. Carlos served as a legislative assistant for the pro-tempore of the Florida Senate in 1989.

Following his tenure in the Florida Senate, Carlos served as executive assistant to a member of Florida's elected Cabinet. As the youngest member of the Commissioner of Agriculture's executive staff, Carlos enabled the department to communicate Florida's agricultural importance in the new developing arenas of Latin America and other Caribbean nations. Carlos has close relationships with legislators and staff as a former staffer in both the legislative and executive branches of Florida Government.

Carlos worked for various law firms creating and managing their State Governmental Relations practice teams prior to forming Cruz & Co. After founding Cruz & Co. in 1995, Carlos quickly earned a reputation of being an informed advocate that creates consistent solutions for the firm's strong client base. Carlos' ability to work all branches of Florida government creates a relational synergy that produces favorable outcomes.

Candidates and policymakers rely on Carlos' experience for advice on politics and policy trends. Carlos is an accomplished speaker and is frequently invited to educate executives and future policy-makers on the process of lobbying.

In addition to his government affairs practice, Carlos has evolved as a crisis management consultant and assists clients and their public relations teams with message development and corporate communications with an emphasis in Hispanic markets.

Carlos was born in Miami and received his Bachelor of Science Degree in Public Administration from Florida International University, where he was a

founding member of the Florida Nu Chapter of Sigma Phi Epsilon Fraternity. He earned a Juris Doctorate from the Florida State University College of Law located in the capital city of Tallahassee.



ROBERTA F. COURTNEY serves Cruz and Co. as Director of Operations. She brings over 25 years of experience in both public and private sectors spanning legal, medical, educational, and government organizations. She has served as a paralegal for private

firms and the Florida Department of Highway Safety and Motor Vehicles. Roberta spent several years working at Shands Teaching Hospital, as an administrative assistant to the faculty and later to the Dean of the College of Nursing, and clinical assistant to the Director of Sports Medicine in the Department of Orthopedics. Roberta has taught grades K-12 in public and private schools, taught adult education, and spent several years as a certified childbirth instructor in local hospitals.

At the Leroy Collins Center for Public Policy, Roberta worked as a dispute resolution assistant in the hurricane mediation program, coordinating mediations for disputes over hurricane damages between insurance companies and their respective policyholders. As an associate director with an association management company, Roberta supported an array of medical and legal professional associations and societies with governance, board and committee development, event coordination, legislative advocacy, and strategic planning and implementation. Her public service includes positions with the Executive Office of the Governor, as a member of the Governor's executive staff and in the Public Safety Policy Unit. She also served in the Florida House of Representatives Rules and Calendar Committee. Roberta is a native Floridian, and received her Bachelor of Science degree in Education from the Florida State University in Tallahassee, where she was a Marshall Hamilton Scholar and was appointed as a University Ambassador.

Contact Cruz & Co.

Office Locations

Tallahassee

110 East Jefferson Street
Tallahassee, FL 32301
850.570.2778

Jacksonville

800 West Monroe Street
Jacksonville, FL 32202
904.396.9963

Miami

131 Madeira Avenue
Miami, Florida 33134
850.570.2778

Online

web: <http://www.cruzco.com>

email: info@cruzco.com

If you ignore politics, you will be ignored.