

RANDY CANNON, MPA

A PROFESSIONAL POLICY ADVOCATE



Randy Cannon, MPA is a professional lobbyist with a Master's Degree in Public Administration. Randy Cannon has mastered the science of planning, organizing, directing, coordinating, reporting, and budgeting. He is equipped to research issues and offer solutions, draft proposals for legislation and regulations, prepare statements and presentations for testimony, conduct negotiations, build coalitions, and advocate client positions to legislators, other elected/appointed officials, and their staffs. Randy Cannon will provide representation at the state and federal levels of government for businesses, associations, individuals, and non-profit organizations. **Send to Advocacy@RandyCannon.org**

Advocacy Questionnaire

Thank you for deciding to retain the services of Randy Cannon, MPA. This is your opportunity to introduce yourself and discuss the issue for which you are retaining services. Please fill out this questionnaire in detail to assure that your issue is well understood so that you may get the best quality services that this firm can provide.

Once you have completely filled out the questionnaire, save it and either send it to Randy Cannon via e-mail (Advocacy@RandyCannon.org) or print it out and mail it to Randy Cannon, MPA, 955 Deep Valley Drive #3991, Rolling Hills Estates, California, 90274.

Once your questionnaire has been received and reviewed, Randy Cannon, MPA, or one of his representatives will contact you to schedule an appointment to meet and discuss the cost of services, payment plans, the timeframe in which the project must be completed, and strategies that will be taken to complete the project. You will then be sent a contract, which must be filled out and signed, and a request for a down payment on retainer, which must be paid prior to the commencement of services. Once Randy Cannon has received the required document(s) and payment, he will then begin to work vigorously to see that you are given the best representation that he can offer.

Contact Name	
Business Name & Address	
Telephone Number	
Mailing Address (if different than above)	
E-Mail Address	

Agencies Whose Actions you Will Attempt to Influence
(U.S. President, U.S. Senate, U.S. House of Representatives, California Governor, California State Senate, California State Assembly, ETC...)

Type of Business
(Individual, Business Entity, Industry, Trade, or Professional Association)

**Name and address of employer, description of business activity,
or description of industry, trade, or profession.**

Section	Description
Introduction /Summary	<i>What's the issue about?</i>
Problem	<i>What is the problem? Where does it exist? What are the major causes?</i>

Stakeholders	<i>Who or what is affected by the problem? How many are affected?</i>
Goals and Objectives	<i>What should be done about the problem and why?</i>

<p>Policy Alternatives</p>	<p><i>What policy options might be considered for dealing with the problem? (Regulate, Subsidize, Ration, Tax and Spend, Contract out, Use market incentives, Privatize, Charge fees, Educate, Create public trusts, Conduct research)</i></p>
<p>Evaluative Criteria</p>	<p><i>What criteria are most suitable for the problem and the alternatives? What is the cost of action? (Effectiveness, Efficiency, Equity, Liberty/Freedom, Political feasibility, Social acceptability, Administrative feasibility, Technical feasibility)</i></p>

Evaluation of Alternatives	<i>What alternatives are better than others for producing the desired outcome? What kind of analysis might help to distinguish better or worse policy alternatives? Is evidence available? From where and how can evidence be produced?</i>
Recommendation	<i>Which policy option is the most desirable given the circumstances and the evaluative criteria? What other factors should be considered?</i>

Pricing Scale for Lobbying & Policy Advocacy Services****

FEE*	LOBBYING ACTIVITY
\$5,000**	Lobbying a councilmember of a municipal/local government
\$10,000**	Lobbying a member of a state legislature
\$20,000	Giving a testimony at an administrative hearing
\$50,000	Giving a testimony at a legislative hearing
\$50,000**	Lobbying a mayor of a municipal/local government
\$50,000****	Lobbying a member of the United States Congress
\$100,000****	Lobbying an administrative agency
\$250,000**	Lobbying a state governor
\$10,000,000**	Lobbying the President of the United States of America

*Fee does not include costs and expenses that may be incurred by POLICY ADVOCATE/LOBBYIST in provision of policy advocacy/lobbying services and may be subject to additional fees.

** Per calendar quarter

*** Per calendar year

**** Pricing scale is guideline of fees charged by Policy Advocate/Lobbyist and does not supersede fees set by Policy Advocate/Lobbyist in the POLICY ADVOCATE/LOBBYIST-CLIENT FEE CONTRACT. In addition, the fee(s) in this pricing scale is/are subject to change at the discretion of the Policy Advocate/Lobbyist.