

Lobbying Services Proposal

September 28th, 2021

To: D'Arcy Harrison
From: Brooke Davies, Lobbyist
Subject: Proposal for representation

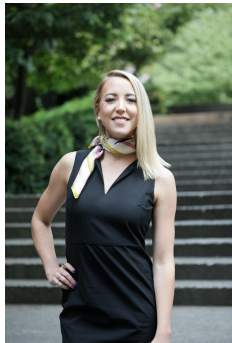
Situation Analysis

Over the course of the past several years, lawmakers have begun increased scrutiny of independent contractors in Washington state. With the onslaught of technology options like Uber, Handy and Postmates, questions have arisen about the appropriate classification of workers. This scrutiny most recently extended to the practice of cosmetology with legislation introduced in the 2019 session that would fundamentally change the business model most commonly practiced.

This activity has served to highlight the need for a professional voice in Olympia representing cosmetologists. The Cosmetologists of Washington United is pursuing legislative support for the 2022 legislative session in order to engage with the legislature and support their policy objectives.

Included in this memo is background on Brooke Davies and experience, a summary of the scope of work, and a proposed budget for a session only contract.

Bio:



Brooke Davies, Lobbyist

Brooke Davies is a graduate of the University of Mary Washington with a B.A. in Physics. Before joining Brad and Vicki as an associate lobbyist, Brooke worked as a teacher of Advanced Placement Physics. Brooke then transitioned into a new career, where she served as the Executive Director of a statewide non-profit trade organization representing regulated cannabis businesses in Washington. In this position, Brooke worked closely with members of the Washington State Legislature, their staff, and various Washington State regulatory agencies to help craft policy, develop and interpret rules for a brand-new industry. Brooke has created state and local legislative agendas, organized educational, networking and fundraising events, coordinated regulatory compliance for various stakeholders, and built lasting relationships in Olympia.

Since joining Vicki and Brad, Brooke has worked with all of their combined 28 clients focusing her efforts on business, commerce, technology and transportation. This broad portfolio has allowed her to expand her connections in Olympia and gain significant knowledge of Washington's political landscape. Brooke grew up in Winchester, Virginia, and then moved to Seattle six years ago after falling in love with the Pacific Northwest.

Scope of Work

The following proposal includes active engagement with the Washington State Legislature, the Governor's office, and other stakeholders for the 2022 legislative session.

- Outreach and education with elected officials and staff with the intent to build relationships and position COWU for success in their policy objectives.
- Assisting COWU in development and implementation of strategies related to regulatory issues;
- Assisting COWU in the development of its legislative proposals and positions;
- Development and implementation of the strategies necessary to achieve COWU's objectives within the legislative and regulatory environments;
- Attempting to achieve the passage, defeat, or amendment of legislation or rule proposals on which COWU has taken a position;
- Develop and implement strategies to establish COWU within the legislative and regulatory arenas;
- Work to establish working relationships with key legislators, statewide elected officials, agencies, and relevant organizations,
- Preparation of testimony and testifying at committee hearings;
- Assisting in the development of a key contact program for COWU; and
- Attending and participating in hearings and meetings regarding issues important to COWU.

Proposed Budget

Retainer: \$2,500/month (3 mos = \$7500, more if there is a special session)

*Expenses may be billed in addition to retainer and include travel expenses incurred during service for client, meals with legislators or ally representatives on client business.

Supplemental Questions COWU Lobbying RFP

December 7, 2019

1. How long have you worked as a lobbyist and in what specific

areas and/or industries? This will be my fourth session in Olympia and I have been working as an associate lobbyist for Boswell Consulting and Christophersen Inc. for one year. We have a combined total of 28 clients, primarily businesses operating in an array of industries. The focus of my work is in the commerce, labor, education and general business issue areas.

2. What projects or lobbying efforts have you been successful in? Last year, we were successful in passing legislation (SB 5318) that was a complete reform of the enforcement division at the Washington Liquor and Cannabis Board. Our client, the Washington CannaBusiness Association, felt that the agency was taking an "enforcement first" approach to regulating their businesses, resulting in fines, suspensions, and more. We modeled the bill after a similar reform of the Department of Labor and Industries in the 1990's, and following passage of SB 5318 the agency is now required to give a "notice of correction" and allow a licensee an opportunity to correct the error before issuing a violation. Additionally, last session we were successful in securing a five vessel ferry contract extension (client: Vigor Shipyards), and a sales tax deferral program for NHL Seattle for the construction of the NHL hockey arena in Seattle (Oakview Group/NHL Seattle). We also passed a bill that made Washington state the first state to legalize organic

human reduction as an after death option (Recompose), a bill that generated national media attention (link to story: <https://www.nytimes.com/2019/05/22/us/human-composting-washington.html>). In addition to these proactive accomplishments last session, we successfully defended against several proposals that could have had negative consequences for our clients, in our judgment.

3. What is your background? Why did you become a lobbyist?

I moved to Seattle six years ago and became a small business owner. After acting as part owner of a yoga studio in the University District for a year, I began to develop an interest in local politics, especially from the perspective of small business owners like myself. As it became clear that it would be hard to keep the studio open, I looked for other opportunities in the area. Cannabis legalization had been recently passed on the statewide ballot, and as it was being implemented by the Legislature I saw a need for an organized professional voice representing these businesses in Olympia. In 2016, I helped to facilitate the formation of a small trade organization representing licensed cannabis retail establishments and later became the Executive Director of that organization.

In my role as Executive Director of the Cannabis Organization of Retail Establishments (CORE), I saw firsthand the impact that direct outreach from business owners can have in the Legislature, helping coordinate several trips to Olympia. When we began advocating on behalf of licensed cannabis businesses, the industry was little understood and the issues of interest to use generated either confusion or outright opposition from lawmakers. Now, five years later, the industry is considered a mainstream business sector comprised of primarily small businesses that employ over 10,000 people state-wide, pay millions of dollars in wages, and generate significant revenue for the State. In my time leading CORE, I worked parallel to Vicki Christophersen, one of the most established lobbyists in Olympia. Vicki observed my successes representing CORE, and offered me a position to work with her on all of her clients.

I have now been working with Vicki and her husband Brad Boswell (Boswell Consulting) for more than a year and I love what I do. Providing a voice for business owners, especially underrepresented small business owners, with their legislators is a critical part of our democratic process and I am glad to play a part in elevating their perspective.

4. Which legislators do you have established connections with and of those, who do you think are supportive of our industry needs?

Working for Boswell Consulting and Christophersen Inc. has given me a diverse client base which has allowed me to continue building on my established connections with lawmakers on both sides of the aisle, and to develop deeper relationships with leadership in all four caucuses. I have spent significant time working on issues before the Senate Labor and Commerce Committee which is the committee where most issues relevant to COWU will be heard. I have an established relationship with Senator Curtis King and Senator Maureen Walsh, business friendly moderate Republicans who will be supportive of your industry. Additionally, I have an established relationship with Senator Karen Kieser, who will need significant attention and outreach from your organization. I also have a longstanding relationship with Senator Derek Stanford, the newest member of the Senate Labor and Commerce Committee. Senator Stanford was the chair of the House Commerce Committee last year and through that position he and I have worked closely on a range of issues. Senator Stanford is very supportive of organized labor, but that does not rule out the potential for COWU to develop a positive working relationship with him. In the House, I have strong relationships with members on both sides, including some moderate Democrats that I believe would be supportive of your issues, for example Representative Reeves and Representative Pettigrew.

5. Describe some unique grass roots activities we can involve our members in.

There are a wide variety of grass roots advocacy opportunities in which COWU can involve their members. Given that this is a new organization, there will need to be significant education to lawmakers and staff about your industry. My team has a software we use to facilitate mass communication with lawmakers. The program will prompt your members to enter their address

and immediately connect them with their local lawmakers via email. We can also modify the program to target certain committees. This will be a useful tool if we need to deliver mass communication to lawmakers quickly on a specific piece of legislation. In addition to this, below are a few additional options for grass roots outreach:

1. COWU Lobby Day

- a. We bring all the members to Olympia and arrange meetings with lawmakers. Then we would host a reception in the evening and invite all of the lawmakers to the reception. We could potentially offer hair styling to lawmakers and staff on this day but I would want approval for this because we could potentially be in violation of RCW 42.52.150. Lawmakers cannot accept gifts that value over \$50, and hair styling services could be viewed as exceeding that threshold.

2. Informational materials at salons

- a. Members could hand out informational materials to their clients at their booths. We could get creative with what is on the handout and brand it with COWU. This will help to bring awareness about the business model of a cosmetologist.

3. Educational tours/receptions

- a. We need to bring policymakers into these establishments so that they can see what you do. We could host receptions and or educational tours across the state.

6. Ethics: Are you driven by values & integrity or are you results driven at a cost?

I am results driven, and securing success for my clients is always my top priority. However, integrity is vital to achieving results. Relationships are the most valuable currency in the advocacy business. My relationship with lawmakers, staff, and other lobbyists is based off on my integrity, on the fact that they feel they can trust me. To me, there is nothing more important than being honest with the people you are working with and with the people you are working against. It is a sign of respect, and critical in an industry where you work alongside a given legislator on one issue, and against them on another. I have worked hard to gain the respect of my peers and lawmakers by treating them with honesty and respect. Once you burn a relationship in Olympia, it is very difficult to get that trust back, and without trust it is difficult to get results. With all that said, I remain focused on securing the result my clients have asked me to pursue. And I look forward to working with you all on achieving those positive results.

Brooke Ella Davies

Overview

Providing expert government affairs consulting for a diverse and extensive client base with a proven track record of success. Adept at building strong coalitions and developing effective strategies to achieve legislative objectives. Tactful and disciplined lobbyist skilled at navigating difficult issues while maintaining relationships and building client brand reputation.

Expertise

- State Legislative Lobbying
- State Agency Interaction
- Employment Law policy
- Tax & Fiscal policy
- Regulatory Compliance
- Transportation policy
- Education policy
- General Business policy
- Political Action Committee Fundraising
- Non-profit representation
- Grassroots coordination
- Legislative Campaign Engagement
- Legislative Event Coordinating
- Bi Partisan Relationship Building

Representation

American Institute of Architects; Association of Washington Sprits & Wine Distributers; CBE Strategic; The College Board; Hampton Affiliates; Internet Association; Life Center Northwest; MEDNAX; Merck; Nippon Paper; Northwest Automatic Vending Association; Northwest Kidney Center; Nucor Steel Seattle Inc.; Peace Health; Point Ruston Development; Port of Hood River; Recompose; Seattle Metropolitan Chamber of Commerce; Solar Installers of Washington; Stand for Children; UW/Valley Medical Center; Vigor Industrial; Washington Beverage Association; Washington CannaBusiness Association; Washington Clean Tech Alliance; Washington Refuse & Recycling Association; Waste Management; Maverick Gaming.

Achievements

- Successfully passed a wide range of policy legislation in many of the issue areas listed above.
- Effectively prevented the passage of a variety of policy legislation determined to be detrimental to clients.
- Secured operating, capital, and transportation budget funds for a variety of client needs.
- Engaged in broad grassroots outreach and engagement efforts designed to target specific legislators and geographic areas.
- Deployed campaign resources and independent expenditures to support targeted legislative races.
- Successfully organized the Washington Cannabusiness Association, the state's largest industry organization, after legalization of cannabis in WA state.

Education

University of Mary Washington
B.S., Physics.

Fredericksburg, VA

2006-2010

References

Vicki Christophersen

Principal

Christophersen Inc. Government Affairs <https://christopherseninc.com/>

Libuse Binder

Executive Director

Stand For Children <http://stand.org/>

Ann Rivers

State Senator 18th Legislative District

Washington State Legislature <http://annrivers.src.wastateleg.org/>