

PINPOINT RESULTS, LLC

OVERVIEW

8/29/17



PinPoint Results

PinPoint Results LLC
217 South Adams Street
Tallahassee, FL 32301

Our History of Success

The PinPoint Results Team has a successful track record of helping our clients, be they local government, private corporations, or not-for-profit entities achieve their priorities in the areas of legislative or regulatory policy, i.e., substantive legislation or agency rules, procurement, and state/federal appropriations advocacy. In short, we help our clients build strong and viable value propositions in the legislative and executive branch arenas that resonate with elected officials and government administrators.

Because we've sat on both sides of the desk, in senior government roles and as private sector executives, we know how to employ effective strategies to win the support of decision makers whether it be on appropriations issues, policy development, regulatory matters or procurement. We work with our clients to help develop and present their ideas and proposals around their important priorities, and with our marching orders defined, our PinPoint Results Team works collaboratively with you, with critical stakeholders, and with decision makers to achieve your goals.

Our Knowledge and Unique Approach

Through experience, dedication, knowledge of the political process and strong relationships, our team is a highly effective full-service governmental consulting firm representing corporate, not-for-profit and local government entities. Equipped with an in-depth knowledge of Florida government, we are professionally versed in effectively interacting with state agencies, the legislature and executive branch.

Our strengths are in:

- A. The State Appropriations Process, including the agency budget development process (AKA – Legislative Budget Request Process);
- B. Substantive Legislation – we draft legislation, secure legislative sponsors, and then diligently work to pass legislation or in some cases, oppose legislation that is adverse to our client's interests;
- C. Executive Branch Regulatory issues – rule development, program policy, contracts, etc.;
- D. Procurement – we are solidly versed on all matters relating to state procurement policy.

We work with you to develop effective strategies and business cases that resonate with state government. More than just 'access lobbyists' we learn about your issues and needs fully so that we can effectively and competently present your issues in an extremely competitive environment – an approach that we feel often differentiates us from other government relations firms.

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Over the next several months, as the Scott Administration winds down and the 2018 General Election approaches and Florida chooses a new Governor, the PinPoint Results Team will be working diligently on behalf of our clients, developing new relationships with potential new government officials so that when a new administration takes place, our clients will be well positioned to advance their priorities. In the same way, from a legislative perspective, we will be working with new candidates for office who support our client's priorities as well as with existing legislators who we anticipate will fill key leadership roles under the next Senate President and Speaker of the House of Representatives. These efforts we believe are the key to continuing our momentum to assist our clients as the administration transitions to new leadership and as newly elected House and Senate members take office.

Our PinPoint Results Team is uniquely situated by having a Tallahassee-based firm with an extremely active team equipped to respond to your needs. This presence allows consistent and year round participation at both the Legislative and Executive levels of government, as well as interaction with individual legislators in their districts when they are not in session. Term limits have made it such there is no longer an off-season from the legislative session, therefore we work hard year around maintaining close contact with Legislators and their staff, as well as Executive agency staff. We take pride in the fact we have outstanding professional and personal relationships with many legislative and executive agency staff who act as key advisers to elected and appointed officials – officials that are key to our efforts to achieve your priorities.

Staff and Expertise

Collectively, our team has over 65 years of experience in state and local government, both in the public and private sector arenas, and we have successfully lobbied issues in the legislative and executive branches on behalf of our client priorities for many years. The attached bios provide a high level summary of our Team's credentials and experience. We welcome the opportunity to work on your behalf – Your Success is Our Highest Priority!

Robert S. Beck

Founding Partner, PinPoint Results LLC

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TEAM BIOS

TANYA C. JACKSON

Founding Partner, PinPoint Results

Tanya has been successfully advocating for her clients before the Legislative and Executive Branches of government for the past nine years as part of a multi-client lobbying firm. She has years of experience in senior management roles in both the public and private sector. Tanya is Immediate Past President of the Florida Chapter of the Lung Association and belongs to the Florida Association of Professional Lobbyists.



Prior to representing her clients through PinPoint Results, she was a Founding Partner with Adams St. Advocates, and prior to that, was the managing director for a big-five management and technology consulting firm leading a large team of dedicated professionals who brought innovative and cost-saving solutions to their Florida clients. Tanya was responsible for Florida's state, local, K-12 and higher education business, which frequently required her to lobby at both the legislative and executive branch levels of government.

With a strong understanding of state government, including procurement, contract management, technology, project management, the appropriations process, health care policy, and public policy development, Tanya understands the strategic approach and client satisfaction necessary for organizations to successfully do business with government.

Tanya began her public service career with the Federal Government's Department of the Navy and later the Department of Defense as a systems accountant. Tanya subsequently worked as the Chief Operating Officer for a Florida law firm, after which she returned to public service as a member of Governor Lawton Chiles administration as the Legislative Affairs Director for the Florida Department of Elder Affairs (DOEA). During her tenure with DOEA, Tanya managed the agency's legislative agenda, and was later appointed Division Director and Chief Information Officer, overseeing information technology, human resources, procurement, graphic design, and general services. Tanya also was a member of the Governor's Sterling Council, helping to drive efficiencies and streamlining business processes throughout state government.

Tanya is a graduate of the University of West Florida where she obtained two Bachelor's degrees: a Bachelor of Science in Accounting, as well as a Bachelor of Science in Social Sciences Interdisciplinary (Political Science, Sociology and Anthropology).

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ROBERT S. BECK

Founding Partner, PinPoint Results

Robert is responsible for leading the appropriations portions of our legislative and executive branch government consulting efforts on behalf of our multi-client lobbying firm. Robert is a member of the Florida Association of Professional Lobbyists and brings years of private sector consulting experience, having held senior positions with large consulting firms.



Some of Robert's most recent successful lobbying efforts include securing increased appropriations for critical programs serving children and seniors that are administered by Florida companies, not for profits and local government agencies and law enforcement entities. Robert also secured increased funding for infrastructure projects, home and community care programs serving seniors and adults with disabilities, funding increases for programs that assist homeless persons and prevent homelessness, funding for Everglades restoration, public guardianship, children's vision programs, juvenile crime prevention programs and K-12 education funding. During the great recession of 2006-2009 in the face of more than \$9 billion in state budget reductions, Robert lead a legislative campaign to maintain current levels of funding for clients/providers under Florida Medicaid and Home and Community Care programs serving Florida seniors, which were held harmless from *all* budget cuts. Since that time, these critical senior programs have been increased by over \$32 million. Robert has also worked with our private sector interests on funding for multiple technology projects on behalf of information technology vendors securing over \$50 million in project funding over the past three fiscal years.

Robert's deep breadth of knowledge and experience with appropriations policy and process was gained through executive assignments in the legislative and executive branches of government, having served as staff director with Florida's Senate Appropriations Committee under Senate Presidents Toni Jennings and John McKay; as chief policy advisor on appropriations to Senate President Tom Lee, and finally, as the budget director in the Governor's Office of Policy & Budget for the first two years of Governor Crist's administration.

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In addition, Robert served as the budget director for the Department of Elder Affairs and the Department of Children & Family Services during the administrations of Governors Lawton Chiles and Jeb Bush, overseeing, and accountable for, a multi-billion dollar agency budget.

In addition to his appropriations and budgeting experience, Robert has extensive experience in agency regulatory and policy matters having drafted multiple legislative bills and amendments in the health care, environmental, and public safety arena. Robert has also successfully advocated on behalf of his clients in the rule promulgation arena, working to ensure that rules being drafted/considered make sense and do not unnecessarily burden organizations charged with delivering services to Floridians.

Finally, Robert brings a solid understanding of the state procurement process and has successfully assisted many clients through the complex Florida competitive bidding process in the healthcare and general government operations policy arenas.

A Tallahassee resident since 1988, Robert is an honors graduate of Auburn University with a Bachelor of Science in Public Administration and enjoys fly fishing in North Carolina.

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BRYAN R. CHERRY

Associate, PinPoint Results

Bryan brings a wide range of experience in both the public and private sectors. As a senior associate, Bryan specializes in education, health care, not-for-profit, technology and transportation issues. Bryan has extensive knowledge of the legislative process, agency functions, procurement, policy development, and has a solid understanding of diverse industry interests and business development strategies.



In addition to his legislative duties, Bryan is also heavily involved with consulting and lobbying on behalf of clients before the City of Tallahassee and Leon County Commissions. Most recently, Bryan worked for a local governmental consulting firm where he represented client policy and procurement interests before legislative committees and executive branch agencies, effectively leveraging his state agency relationships to work with agency staff on client business development priorities and opportunities.

Bryan began his professional career working on committee staff in both the Florida Senate and Florida House of Representatives, where he worked on a variety of policy and budgetary issues. Following his time working on committee staff in the Florida Legislature, Bryan became chief of staff to Florida House Representative Marti Coley (R-Marianna). Bryan also served as Representative Coley's campaign manager during the 2010 Election Cycle, where he helped secure 75 percent of the vote in a successful re-election bid.

Bryan is a member of the Florida Association of Professional Lobbyists, and is very involved in the community, serving as a volunteer for three local charities, including the Tallahassee Chapter of the American Cancer Society, Cards for a Cure and Be the Solution, Inc. Bryan is also a member of the Exchange Club of Tallahassee.

Bryan is a graduate of the Florida State University with a Bachelor of Arts in Political Science.

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